© Entire contents copyright 1986 by Crain Communications Inc. All rights reserved.

October 13, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

NFL rival in motion

Owners look overseas

By ROBERT RAISSMAN

The founder of the U.S. Football League held a secret meeting in New Orleans Oct. 7 with 14 potential franchise owners of a new spring football league that would include a team in London.

In a departure from custom, the American Football Teams Inc. league, the brainchild of USFL founder and New Orleans art and antiques dealer David Dixon, would permit the drafting of five high school seniors per franchise. A second meeting is set for Oct. 21 in Chicago, with each potential owner required to pay a $20,000 entrance fee to bid on franchises costing $2.5 million each. At least seven potential owners have agreed to attend the second meeting.

Discussions at the New Orleans meeting included the naming of candidates for league commissioner.

In addition to Mr. Dixon, the potential owners considered Jerry Solomon, vp-general manager, Busch Media Group, New York, Anheuser-Busch's in-house media buying service; Mike Trager, chairman, Sports Marketing & Television International, Greenwich, Conn., and a former top sports sales executive at NBC-TV, and Jim Spence, former vp at ABC Sports, who heads his own company, Sports Television International, New York.

None of the three candidates attended the meeting, nor have they been officially contacted by the AFT.

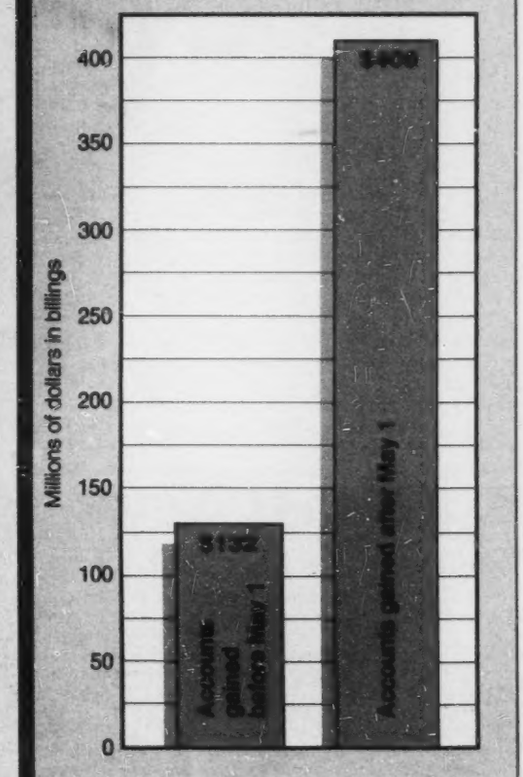
Among the potential investors attending the Oct. 7 meeting were:

- Rick Kulis, a representative of fight promoter Bob Arum and middleweight champion "Marvelous" Marvin Hagler for the option on the Boston franchise.
- Peter Pocklington, the Canadian financier and owner of the Edmonton Oilers of the National Hockey League, who would have the option on the London franchise.
- Jim Abernethy, the brash 29-year-old multimillionaire Atlanta promoter who has options on the Orlando and Dallas franchises.
- Neal Gunn and Bob Harter, the top executives of the Houston Sports Assn., owners of the Astrodome and the Houston Astros, who have the option on the Houston franchise.
- Ron Blanding, owner of the USFL Denver Gold, who has the option on the San Francisco fran-

(Continued on Page 104)

Y&R's 1986 gains

Young & Rubicam, New York, last week picked up $27 million in new business from Minneapolis-based Pillsbury Co., bringing its total wins for 1986 to $541 million. Of that, more than $100 million was a result of the Saatchi/Bates and Omnicom mergers. Another $250 million in new accounts, including some merger fallout, came from existing clients. Changes made after May 1 are considered post-merger. Source: Advertising Age estimates. (See story on Page 12.)



GF tries triple play in prepared foods

By JUDANN DAGNOLI

General Foods is posing a triple threat to marketers in the $3 billion prepared dinner and entree market: It is simultaneously testing entries into the shelf-stable, refrigerated and frozen segments.

And the no-holds-barred effort in a business dominated by Nestle Enterprises' Stouffer Foods, Solon, O., and Campbell Soup Co., Camden, N.J., puts the White Plains, N.Y., marketer in the forefront in developing two of those segments, nonrefrigerated shelf-stable and refrigerated.

With its three-pronged approach, GF clearly has set its sights on penetrating the prepared dinner market. "In the best of all possible worlds, we would go ahead with all of these efforts," a GF official said. Two other major food companies—General Mills and Pillsbury Co.—are also said to be racing to enter those emerging segments.

The rush of new items in this market is likely to boost ad spending to more than $100 million annually.

GF is exploring the shelf-stable segment with its test of Impromptu (AA, Oct. 6), a prepared dinner line without preservatives that maintains a shelf life of one year without refrigeration or freezing. Impromptu is now in Portland, Me., and Evansville, Ind.

At the same time, GF is testing in upscale stores in the New York metropolitan area an ultra-upscale, high-price refrigerated dinner called Culinova. The project is atypical of the mass-marketed, huge-volume businesses that GF traditionally seeks; Culinova is being referred to as a "takeout gourmet dinner."

GF earlier this year entered test in Rockford and other markets with Birds Eye Fresh Creations (AA, March 13),

(Continued on Page 106)

Saatchi rumbles with merger talk

By STEWART ALTER

The advertising world may be in for some more Saatchi shocks.

In its fiscal year that just ended, London-based Saatchi & Saatchi Co. shook up the industry with acquisitions and their ensuing fallout. Now, for fiscal 1987, Saatchi is looking at possible agency combinations and consolidations.

One possibility reported to be under serious consideration is a merger of New York-based Saatchi & Saatchi Compton Worldwide and Ted Bates Worldwide.

This does not mean such a merger will happen, but the fact it was being seriously evaluated—an event confirmed by numerous industry sources—demonstrates how Saatchi's approach to its acquisitions allows for even the most dramatic possibilities.

Bottom-line needs in the new fiscal year that began Oct. 1, and the need to build a strong "worldwide brand" agency, dictate that some consolidation is likely in New York, where Saatchi owns 11 general-advertising agencies, all operating under different names.

These considerations lent credibility to a rumor last week that Compton, Bates and Backer & Spielvogel would be merged by month's end to form an agency called simply Saatchi & Saatchi. Revenue losses of 10% to 15%, generated by account fallout from such a mega-merger's client conflicts, would be more than offset by cost savings in the 30%-to-40% range, the story goes, as Saatchi cuts overlapping staffs and consolidated of-

(Continued on Page 104)

Last Minute News

Jacoby has 'last day'

NEW YORK—Robert Jacoby, who reportedly on advice of counsel continued to show up each day for work even after having been ousted as chairman-ceo of Ted Bates Worldwide (AA, Sept. 22, *et seq.*), made Oct. 9 his "last day in the office," his secretary said. It was not clear whether that meant he had settled his contract with Bates parent Saatchi & Saatchi Co.; neither he nor Bates spokesmen were available for comment. There also was no word as to the impact of this on his Four A's chairmanship.

HHCC 'defers' going public

BOSTON—Hill, Holliday, Connors, Cosmopulos, exploring the idea of going public (AA, April 7), has "deferred its decision indefinitely" on that subject, citing the "unevenness in the stock market" and the particularly uneven performance of ad agency stocks. HHCC will

(Continued on Page 8)

CONGLI AA 8641199 99 VIA
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Highlights

Football league springs forward 1
The founder of the U.S. Football League held a secret meeting in New Orleans Oct. 7 with 14 potential franchise owners of a new spring football league that would include a team in London. The American Football Teams Inc. league would permit the drafting of five high school seniors per franchise.

Burger wars beckon 3
Just a year after Burger King abandoned hard-hitting comparative claims for quality and image-oriented advertising, the No. 2 fast-food chain has returned to the battle of the burgers with the first of several ad flights that start to attack leader McDonald's.

Seven-Up ad situation stable 6
When Dr Pepper president John Albers adds the Seven-Up presidency to his duties in several weeks, he plans to retain Seven-Up's agency and will keep 1987 ad spending at 1986's $50 million level.

Pillsbury guards "major" status 12
Pillsbury Co. last week became the latest major advertiser to send a strong signal that it will not compromise its insistence on being a "major client" at each of its agencies. It reassigned all $30 million of its business previously at BBDO Worldwide, rather than just the $15 million cake and frostings business the agency had resigned due to conflict pressure from General Mills.

Jackson puts advertisers on notice 24
Rev. Jesse Jackson told a congressional committee he supports legislation to punish any advertiser whose media-buying habits were deemed to be racially discriminatory. That punishment would be eliminating the deductibility of advertising expenditures.

Liquor industry consolidating 28
The recent decision by National Distillers & Chemical Co., the nation's third-largest liquor company, to sell its wine and spirits division is part of a larger trend toward consolidation in the liquor industry.

K-C plays games with Huggies 77
Kimberly-Clark Corp. is using an in-pack sweepstakes game to direct consumer attention to its regular Huggies diapers while it steps up production of its thin, superabsorbent Ultra Trim Huggies.

CATEGORY REVIEW

Fresh produce produces sales 4
Leaders in the $4.9 billion canned and frozen vegetable market have found the $23 billion fresh-produce market ripe for the picking. While dollar sales in the canned and frozen category dropped last year, fresh-produce sales have been growing at a steady 8% pace during the past five years.

INTERNATIONAL

Canadian ad restriction hit 64
A Canadian court ruling that struck down a law prohibiting advertising to children could open the door for challenges to restrictions on ads for liquor and tobacco advertising. In striking down the world's toughest law restricting advertising to children, the court also may have come close to ruling that "commercial" speech has the same protections as free, or noncommercial, speech.

OTHER NEWS

Playgirl's models are donning fig leaves, figuratively speaking. Full frontal male nudity, featured in *Playgirl* since its introduction in 1973, will end with the January issue, as a new editor-in-chief under a new owner starts changing the troubled monthly. Page 4.

The *Washington Post*, which customarily accords politicians a post-election "honeymoon," hasn't been so lucky with some advertisers and readers of its new Sunday magazine. Page 30.

Pet Inc. believes it is tapping another emerging food segment with a six-item line of Cajun Cookin' frozen dinners, now testing in 29% of the country and planned for national introduction in January. Page 34.

Backers of the Weekly Business Journal Network hope the new group sales organization will encourage national advertisers to enter the growing market of city business publications. Page 87.

The Republican National Committee is laying the groundwork for Election 1988 with a Spanish-language pilot campaign in nine states. The Republicans hope the campaign, dubbed "Project Adelante!" will convince Hispanics, who traditionally vote Democratic, to register and vote Republican. Page 88.

SPECIAL REPORT

America's work and living customs are changing and its food-buying habits have followed suit. The microwave oven, now found in more than half the nation's kitchens, fits the needs of the harried, two-paycheck household. To keep up, food marketers are trying to package and sell traditional foods as convenience products with a quality image.

REGULAR FEATURES

ADVERTISING MARKETPLACE 97
ADWHIRL 100
AGENCY PEOPLE 85
BACK PAGES 78
BEST OF PRESS 72
BEYOND ADVERTISING 58
BRADY 56
BRADY'S BUNCH 78
CON-SID-ERATIONS 17
CONTRACT SPORTS 35
CORRECTIONS & CLARIFICATIONS 8
CURRENTS 80
DIRECT AND PROMOTIONAL MARKETING 74
EDITORIAL 17
FOR THE RECORD 103
FORUM 18
GARFIELD/ON THE LOOSE 42
GETTING PERSONAL 76
LETTERS 20
MEDIA PEOPLE 84
MEDIAWORKS 80, 82
NAMES IN THE NEWS 38
OBITUARIES 105
PARTING SHOT 58
PERSONAL PRIVILEGE 22
PHOTO REVIEW 70
PRESSTIME 8
REGIONAL NEWS 86
SHOOTS 86
STREET TALK 102
T.N.T., THE NEXT TREND 46
U.S. NEWSWATCH 4
VIDEOTECH UPDATE 43
WORDS 56
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

AD PAGES IN FARM PUBLICATIONS FOR 9 MONTHS, '86-'85 92

Vol. 57, No. 53—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the first week in September at 740 Rush Street, Chicago, Ill. 60611-2591. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $57 a year, $104 two years. Add $89 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0494.

Personal care leads growth at S.C. Johnson

By LAURIE FREEMAN

RACINE, WIS.—S.C. Johnson & Son's initial success in the lucrative $3.2 billion haircare and $505 million skincare categories has convinced the company its future growth lies more in these growing personal-care markets than in the maturing homecare and insecticide businesses.

While the company remains anchored by the strength of its furniture polishes, floor waxes and Raid, the leader in the $637 million insecticide category, sales in those markets are declining 1% to 3% annually.

Personal-care sales, however, are increasing 3% to 5% a year, said Jim Wallace, national sales manager-personal products.

The charge into these hotly competitive markets is being led by Charles J. Goldthwaite Jr., vp-general manager of U.S. Consumer Products-Personal Care, recruited from Chesebrough-Pond's three years ago to help the $2 billion, privately held Johnson through the personal-care mine field.

His experience largely has been in haircare and skincare, the first two categories on Johnson's hit list.

"When compared to [Procter & Gamble's] Ivory and [Chesebrough-Pond's] Vaseline Intensive Care, we're definitely the young kids on the block. But our advantage is we're going in only when we have something new, not a me-too product," Mr. Goldthwaite said in an interview here last week.

Despite its recent arrival on the personal-care block, Johnson already is making its elders slightly uncomfortable.

Largely through the $10 million launch two years ago of Curel moisturizing lotion (AA, Oct. 8, '84), Johnson has become a serious competitor in this $505 million category.

Between Curel, a therapeutic entry with a 7.6% share, and Soft Sense with vitamin E, a cosmetic skin lotion, the company holds a 12.9% share, up 1.4 share points since last year.

Westport, Conn.-based Chese-

(Continued on Page 108)

Bad blood rises over circulation

By TOM BAYER and WILLIAM F. GLOEDE

The newest circulation street fight between Dallas' two daily newspapers is perplexing major advertisers, who thought this city's newspaper wars had cooled when the underdog *Times Herald* was sold to William Dean Singleton this summer for $110 million.

The latest skirmish was instigated by disclosures that the *Times Herald* had sent the Audit Bureau of Circulations what it calls evidence of the rival *Morning News'* overstatement of its circulation by about 25,000 copies daily (AA, Oct. 6).

The *News*, in turn, supplied the ABC with material it says proves that the *Times Herald* is inflating its own circulation figures.

Major advertisers, who would not speak for attribution, seemed stunned that the Times Herald would initiate a circulation fracas. Privately, they questioned its credibility.

One source said some advertisers have been calling the *News*

(Continued on Page 106)

West Coast News

FCB to handle new line from Toshiba

TUSTIN, CAL.—Toshiba America has named Foote, Cone & Belding, Los Angeles, to handle advertising for a new facsimile product line to be introduced in January. The review included Los Angeles shops N W Ayer, agency for Toshiba's copier products, portable computers, electronic components and corporate advertising; Della Femina, Travisano & Partners, and DFS Dorland Worldwide.

LOS ANGELES—**Freeman Cosmetic Corp.**, a beauty products marketer, is seeking an ad agency or media-buying service to take over media buying, currently in-house. Ad budget is $2 million. Creative stays in-house.

SAN FRANCISCO—**Chiat/Day** has hired Wayne Fulcher, former co-director of client services at McCann-Erickson, as management supervisor on the California Cooler account. He succeeds Bill Fanning, who shifts to a similar position on the new Quaker Oats Co. Golden Grain account (AA, Sept. 25). Chiat/Day also has hired Mark Bilfield, most recently at DYR, Los Angeles, as a management supervisor.

LOS ANGELES—**LA Cellular** has appointed JWT/West after a review

(Continued on Page 104)

Special Report

Jeffrey Toth

Food industry challenged by changing times

By Kevin Brown

Time and technology are changing the way Americans buy dinner—and the way marketers sell food. Consumers with less time are looking for quick meals. Marketers are giving consumers what they want by introducing more lines of convenience foods, many made specifically for the microwave.

Families with two wage earners make up 42.1% of the population, according to Ithaca, N.Y.-based *American Demographics*. With more family members working, studies indicate that they lack time to cook and eat fewer meals at home.

Convenience foods often replace meals made from scratch at home, challenging marketers to package and sell traditional foods as convenience products with a quality image.

Soups in cans, envelopes and single-serving bowls for the microwave are marketed as whole-meal foods, rather than as meal supplements. Beef is precooked.

Pasta's popularity—in bulk, as salads and premixed with sauce—is skyrocketing.

More than 30% of all specialty pasta dishes are prepared in a microweve oven, according to David Fencl, publisher of Special Topics Reports, from Stamford, Conn.-based MRCA Information Services.

"Microwaves are the driving force behind 50% of pasta items introduced," says Tony Adams, director of marketing research and planning at Camden, N.J.-based Campbell Soup Co.

Microwave ovens, which cut food preparation time, are found in 55% to 72% of American households, according to industry sources. But only half of microwave owners say manufacturers have made enough food available for the microwave, according to a January *Good Housekeeping* study.

Among microwave owners, 48.3% say they wouldn't want to be without one, according to a

(Continued on Page S-40)

Microwave digest

Among 100 women surveyed about new methods they used to cook, 22% tried the microwave, 7% used a wok or stir fried and 2% tried steaming.

Also of note are percentages of 100 women surveyed who said they were "very interested" in different types of packaging:

Packaging	1986	1985
Microwave-safe frozen foods	57%	32%
Aseptic containers	31	14
Retort pouches*	28	13

*Foil and plastic pouches that need no refrigeration.
Source: "New Ways with Food," a January, 1986, *Good Housekeeping* Consumer Research study.

Successful packages turn medium into message

By Lori Kesler

Everybody does it from time to time—dashes into the supermarket for a loaf of bread or a jug of wine and walks out with several bags of groceries. This phenomenon, usually regarded as a nasty habit, could just as well be considered an efficient time-saving trick.

Consider that the shopper who sets out on a bread-buying mission may pack in food for a week, soap for a month and enough paper plates to last until 1989—all in the space of 30 minutes.

Package designers can take some credit for this phenomenon. After all, they turned the lowly product container into a sophisticated marketing tool. And by making packages that sell themselves right from the shelf, they helped revolutionize the way people shop, so that self-service became a way of life and the well-stocked supermarket a symbol of American prosperity.

But package designers these days are having to face up to problems born of their own success. As more well-dressed products hit the supermarket shelves, it's getting harder to stand out from the crowd.

According to a survey by the Washington-based Food Marketing Institute, the average supermaket currently stuffs some 17,459 items onto its shelves and grocery manufactureres are coming out with some 2,200 new products a year.

"With four times as many products on the market now as 20 years ago, the grocery store is a place of incredible choice," says John Lister, executive vp, Lister Butler, New York. "It's much more difficult to get yourself differentiated and noticed."

Indeed, the grocery aisle could well be the most competitive marketing environment in the world because consumers "are looking at every brand in a category at once," says Gerron Vartan, senior vp of S&O Consultants, San Francisco.

There's not much time for a brand to make a good impression. According to experts, the typical shopper rushes down the grocery aisle, scanning some 300 items a minute.

And just getting noticed doesn't count for much anymore. The designers say in this era of brand proliferation and market segmentation that every package must send just the right message to just the right people.

"In the past, virtually all grocery products aimed at the same mass market of women 18 to 49," says Michael Purvis, president of Sidjakov, Berman & Gomez, a San Francisco-based package design firm.

But now, he says, most products are created with smaller target groups in mind, so food categories are segmented by such things as price, diet and value-added benefits. Even such basic markets as frozen vegetables, beer and ice cream have become highly segmented. "All of this creates a significant challenge for package design," Mr. Purvis says.

Advertising Age asked several package design consultants what new trends are emerging to help grocery products survive in the supermarket jungle. They say customer convenience seems to be the driving force behind many of the industry's most recent innovations.

"We've come to recognize the customer's scarcest resource is time," says Mr. Vartan. "Any little thing that gives them a chance to buy back time is incredibly valuable, so convenience packaging becomes tremendously important."

In fact, the experts say, whole product categories have sprouted up around convenience—with packaging a key part of the character of the products. They cite examples like single-serving frozen entrees, juice drinks in aseptic packages and microwave popcorn.

Of course the microwave oven, which moved into the American kitchen less than a decade ago, has had a huge impact on packaging partly because it made single-serving meals much quicker to fix.

"The single-serving package isn't truly convenient unless it can be heated quickly. With the microwave, it begins to pay off," says Mr. Vartan. That's why foil-tray tv dinners had to move over for haute cuisine on microwaveable plates and then for microwave breakfasts, lunches, snacks and desserts.

The microwave is affecting grocery products in other ways, too. For example, virtually all frozen foods marketers now must take the microwave into consideration when developing carrier packs, deciding whether to use foil or cellophane and when writing cooking directions, Mr. Purvis says.

And new food products generally carry microwave cooking instructions even though the back panels of some so-called convenience packages end up looking "like technical manuals," says Mr. Lister.

The microwave influence, however, is just one part of the packaging revolution. Experts say package structures—the bottles, bags and boxes that hold grocery products—are getting a complete overhaul as marketers strive to build more

Lori Kesler is Advertising Age's St. Louis correspondent and Special Report contributor.

▲ Gerstman & Meyers, New York, redesigned Heinz vinegar bottle and label for each of five flavors (above) because the old design had a "supermarket" appearance. The new bottle resembles a wine bottle to attract more upscale and gourmet cooks.

Gerstman & Meyers, New York, developed packaging to support Pillsbury's Azteca Mexican Food Center (right and below). Deep, warm terra cotta backgrounds and the typography make Azteca products stand out from competitors in this refrigerated section, according to G&M. The 10-product Azteca line includes flour and corn tortillas, taco shells, mild and hot salsas and ▼ seasoning sauces. ▶

Lister Butler, New York, created the design for a new line of luxury sweets from Nestle (below), including brand name, package design and product appearance. Drawing on Nestle's heritage to create a European cachet and a premium appearance, Lister Butler designed a glazed gusseted bag to imply a rich, hand-packed look. ▼

◀ Mittleman Design Associates, New York, created the packaging for Nestle's Chambourcy dessert (left). The convenient container presents an upscale custard/mousse with a French flair for consumers on the go.

convenience and style into them.

Marketers have long known a package with a distinctly original shape or style could help build brand image and communicate product positioning. But now they're also finding small structural improvements—such as easy-hold bottles, easy-open cans and reclosable tops—can make a big difference to consumers.

"We seem to be working more and more on the structure [of product containers] as part of every project," says Mr. Purvis. "Clients used to say, 'Here's the bottle. Design a label.' Now they want both structure and graphics."

Designers say squeezable plastic containers are turning up in more and more places throughout the grocery store. Ronald Peterson, managing partner of Peterson Blyth Associates, New York, points to Welch's Squeezable jellies and preserves as a packaging breakthrough, which helped that company squeeze into some new flavor categories.

The squeezable jelly bottle—designed so kids could handle it—was used to introduce a new line of Welch's Squeezable orange marmalade, apple-grape jelly, strawberry preserves and raspberry-apple preserves.

A spokesman for Welch Foods, Inc., Concord, Mass., says the squeezable container revitalized the spreads category, which had been flat for five years.

He says the stimulation for the move came from consumers who had been asking for a more convenient dispenser, "but it hadn't been possible until technology developed this kind of bottle."

Meanwhile, Quality Food Oils, New Milford, Conn., currently is rolling out its Sunola Italian Style vegetable oil in an 18-oz. squeeze bottle with flip cap and steady-pour spout. That container helps define how people will use the specialty product, says John DiGianni, president of New York-based Gianninoto Associates. "They'll keep this bottle near the stove for use in cooking," he says.

A few years ago, S&O Consultants was asked to create a new profile for the Wesson vegetable oil bottle because Wesson's traditional wasp-waist container had been copied by so many competitors. The company "wanted to change just to get a different image," says Mr. Vartan.

However, what came out of the project, he says, was a narrow-neck bottle with lift ring, a design that not only gave the brand its own distinctive shape, but also made it more convenient to handle because it doesn't drip and is easier to hold —an important consideration for cooking oil.

Even the old soap box has been redesigned in the name of convenience, says Mr. Lister, who notes the laundry detergent market moved fairly rapidly from traditional cardboard boxes to easy-carry bottles and finally to Liquid Tide's state-of-the-art plastic bottle with the built-in measuring cup and no-spill spout.

"Most packaging moves are evolutionary," says Mr. Lister, "but we all use grocery products so much that we get used to the changes very quickly."

Package designers say other new kinds of packaging structures also are gaining in popularity. For example, several coffee manufacturers have introduced "vacuum brick" foil one-lb. packs, which supposedly keep coffee fresher than cans. They sacrifice convenience for freshness, a price the consumer is willing to pay.

And dozens of companies now are putting fruit juices, wine, flavored drinks and milk into aseptic packaging—vacuum-packed airproof boxes designed for liquid storage. Aseptic packs, which do not require refrigeration, keep milk fresh up to three months and preserve juice up to a year.

However, designers admit consumer resistance sometimes limits the pace of progress. It's ironic, says Mr. Lister, that as products become more technologically advanced, they must look more homemade.

His company two years ago renamed and redesigned Nabisco's Easy Cheese, an all-natural pasteurized process cheese spread which is sold in a pressurized can. The product apparently looked too artificial to appeal to today's health-consious consumer.

"Nabisco had a good product and a clever idea. The challenge was to use graphics to overcome people's misconceptions," Mr. Lister says.

Aseptically-packaged milk, popular in Europe, hasn't yet caught on in this country. So Peterson Blyth Associates knew they were taking on a tough assignment when they agreed to redesign the label of Farm Best, a brand distributed by Dairymen Inc., Louisville, Ky.

"People don't expect to see milk outside the dairy case—certainly not sitting on the grocery shelf next to soup," says Mr. Peterson. "We knew the carton had to work on its own. It had to communicate the fact that this is real milk, fresh from the dairy, not a synthetic or a watered-down product."

The redesigned carton features the Farm Best logo framing a quiet country scene and a banner labeling the milk "freshly packed." a phrase that strikes a reponsive chord with consumers, Mr. Peterson says.

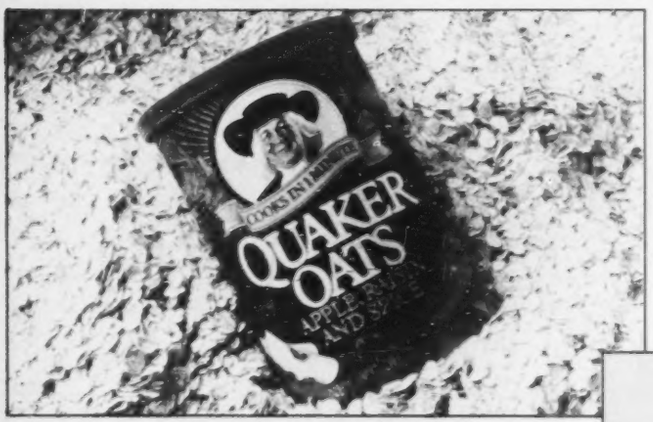
Meanwhile, Mr. Purvis says he has seen a dramatic improvement in the aesthetic quality of food package graphics in recent years, especially in categories such as fruit juices and superpremium ice creams.

"In juices, brands such as Minute Maid, Welch's Orchard and the new TreeSweet line have developed good graphics to communicate an upscale position and health appeal," he says. And he adds that superpremium ice creams such as Breyer's, Frusen Gladje and Haagen-Dazs are playing to the top of the market with classy style.

"We're also seeing greater sensitivity to color and more sophisticated graphics to differentiate products within lines and categories," Mr. Purvis says. "On the whole, marketers are paying more attention to how their packaging is developed," he says.

Packaging portfolio

ADVERTISING AGE invited six package design companies to contribute one or two of their creations, with brief explanations of how their designs appeal to consumers' changing life styles.



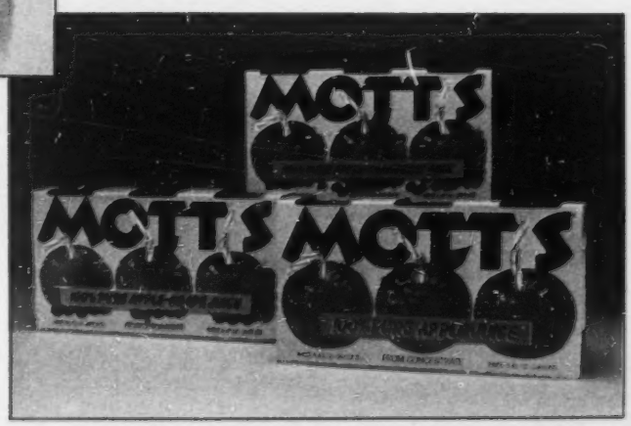
▲ Sidjakov, Berman & Gomez, San Francisco, put a new face on one of packaged foods' oldest trademarks: The Quaker man (above). Photography for Quaker flavored oats cereal packaging is meant to attract active, health-conscious adults. Vivid colors, such as apple green, create an exciting shelf display and enhance the quality appearance of the package, according to SB&G.

▲ Sidjakov, Berman & Gomez, San Francisco, developed packaging for Bruce Foods Corp.'s Casa Fiesta line (above). Designed to reflect natural ingredients with a Mexican theme, the packages' color and border pattern help the line stand out on the she .

◀ Gianninoto Associates, New York, designed the packaging for Quality Food Oil's Sunola Italian Style premium oil (left). The label has a distinctively Italian look, while the squeezable, flip-top bottle makes the product easy to use in cooking or on the table.

Peterson Blyth Associates, New York, created a new image for century-old Welch's (below). The new design is flexible enough to clearly designate each product's content, while unifying the extensive product line with one identity. ▼

Peterson Blyth Associates, New York, put Mott's aseptic brik paks (right) into an outer sleeve for stronger shelf impact. ▶



Super marketers pursue the new consumers

By Eileen B. Brill

For the supermarkets of yesteryear, the rules of the game were relatively simple: Give the housewife what she's looking for and she'll reward you with unswerving loyalty. But in today's market, not only are the rules no longer clear, but the basic assumptions about who the players are have changed.

Eileen B. Brill is a Fair Lawn, N.J.-based free-lance writer.

"There is not only more demographic segmentation, but also more diverse life styles, media preferences and purchase behavior," according to Peter Francese, president, *American Demographics*, Ithaca, N.Y.

A highly-segmented population means food manufacturers and retailers can no longer take the blanket approach to selling. In light of growing competition from gourmet shops and local restaurants, "niche marketing" has become the food industry's buzzword in the 1980s.

Mr. Francese points out that supermarkets must increasingly reflect the needs of local consumers. Their managers must respond more quickly to shifting trends and needs.

In terms of advertising, Tim Hammonds, senior vp at the Food Marketing Institute, Washington, says supermarkets will move from strict product advertising to service type ads giving consumers information on the best buys in season products, and perhaps cookng tips.

There will be cleaner ads, with fewer products—a move away from ads that are all type, simply listing products and prices, he says. "Instead, you will see more seasonal specials or good buys highlighted. There may also be more information in the ad, as a way to speak to the 'new' consumers."

One of the "new" consumers, who has recently been thrust to the forefront of marketers' plans, is the male shopper. Studies show he has taken on an increasingly important role in primary food shopping, rather than just doing fill-in trips.

According to a Campbell Soup Co./*People* magazine study on

(Continued on Page S-6)

80% OF YOUR COUPONS ARE REDEEMED BY THE WRONG CUSTOMERS. THAT'S 100% TOO MANY.

Don't give your coupons to customers who'll buy your product anyway. Use Catalina's Coupon $olution.
The problem with most of your manufacturer's coupons is eighty percent of them are used by people who would buy your product anyway. Even without the coupon. That costs you a fortune. With Catalina's Coupon $olution, your competitor's customers are the only ones who get your coupon.

Computer scanning at the checkout lets us target exactly the customers you want.
You tell us who you want to target. Then we identify them by scanning their purchases at the checkout. We print a coupon right then and there and put it in their hands. And security is guaranteed. All coupons are computer identified and numbered. None are printed prior to distribution. Plus, your coupon will be the only one printed in your product category. You get fast analysis of redemption rates and trends. And minimum lead time.

The Coupon $olution: Instant coupons that get you new customers instantly.
To put 100% of your expensive coupons directly in the hands of new customers, instead of rewarding the customers you already have, get the Coupon $olution. Call Catalina today.

CATALINA MARKETING CORPORATION

Main Office: 3807 Wilshire Blvd. Suite 950 Los Angeles, CA 90010 (213) 380-6865
Midwest Office: 906 Olive St. Suite 904 St. Louis, MO 63101 (314) 621-6021
Eastern Office: 500 Post Road East, Suite 210 Westport, CT 06880 (203) 226-7361

Grocery shoppers weekly expense profile

	1986	1985	1984	1983
Men	$32	$28	$28	$23
Women	26	23	22	22
Single person, living alone	41	40	40	36
Married, one spouse works	25	23	22	20
Married, two wage earners	26	23	23	22
Family with children	21	21	19	19
Family of five or more	19	17	15	16
Eastern U.S.	28	25	23	22
Midwestern U.S.	25	21	22	20
Southern U.S.	26	24	23	24
Western U.S.	27	26	24	24
Urban	29	24	24	22
Rural	24	21	21	22

Source: Food Marketing Institute

Super marketers pursue

(Continued from Page S-4)

"The Male Food Shopper: How Men are Changing Food Shopping in America," published in November 1985, men now account for about 40% of all food dollars. In contrast, a 1982 FMI study showed only 13% of all primary food shoppers to be male.

The Campbell's study, conducted by Lieberman Research and based on personal, in-home interviews with 787 men and 176 women, also showed that 77% of all men do major food shopping in a four-week period, compared with 98% of women; 83% of men do fill-in shopping during that period, compared with 86% of women.

Also, 37% of the men who do major food shopping said they are doing more shopping now than two or three years ago and will do more in the future.

While more than 70% of men and women choose a food store because of location, men are more likely to consider low prices and greater variety, the study found.

Men who do major food shopping and those who do not were found to be fairly similar in age, income, education and occupation.

However, their psychographic profiles were quite different. For example, 67% of men who do major food shopping see themselves as "considerate," while 53% of those who do not do major food shopping have the same opinion. Of those men who do major food shopping, 46% see themselves as "up-to-date," 55% as intelligent and 42% as successful. Of those men who do not do major food shopping, 35% see themselves as "up-to-date," 49% as intelligent and 37% as successful.

"Food shopping is one of the first major family chores that men choose to undertake," says Joseph Eastlack, Jr., group research manager for Camden, N.J.-based Campbell's, who notes that an increased interest in shopping has evidently led to a greater desire to cook as well. Although it may seem that cooking would lead to an interest in shopping, Mr. Eastlack says that men in fact become interested in cooking as a result of their shopping experiences.

The rising number of working women is by far the largst single contributing factor to the increase in male shoppers.

The study also found that: "Men who do major food shopping and men who do not do major food shopping prefer doing different types of chores in their households. Major food shoppers more than non-shoppers like to shop for food and prepare meals. By contrast, non-shoppers prefer to put out the garbage and watch the children."

Mr. Eastlack recommends that stores capitalize on this by demonstrating products during evenings, when men shop. He also says large blueprints at entrances showing the way the store is laid out would be helpful to less experienced shoppers.

The higher divorce rate, delayed marriages and more independent living arrangements have had some effect on the increase in male shoppers, but the rising number of working women is by far the largest single contributing factor, according to industry executives.

In fact, working women have become a niche. According to *Progressive Grocer's* 53rd Annual Report, released in April, there are significant differences in the buying habits of working and non-working women.

While shoppers without jobs list Saturday and Sunday as their least favorite shopping days, shoppers with fulltime jobs list Saturday as their first preference, followed by Friday and Sunday.

During the week, the impact has apparently been substantial;

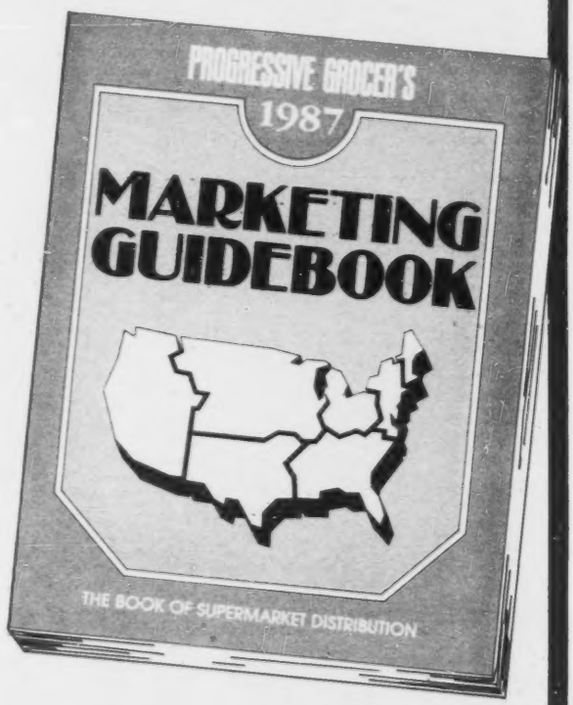
(Continued on Page S-8)

THE 1987 MARKETING GUIDEBOOK

America's leading information source on the grocery industry. Over *800* fact-filled pages, more than 2 million items of information.

New For 1987

- **BIGGER and BETTER THAN EVER**—Easier to use, easier to read, easier to find the facts you need.
- **MARKET PROFILES**—Up to date facts and figures for the 55 U.S. market areas containing 100% of America's Supermarkets.
- **MARKET DEFINITIONS**—Designed to reflect today's sales and distribution patterns—pinpoints new growth areas covering every U.S. county.
- **NEW COMPANY DATA**—The latest sales, financial and distribution data for over 750 Supermarket Companies plus names, phone numbers and addresses of buyers and key executives at chain and wholesale headquarters, food brokers, rack jobbers, candy, tobacco, and magazine distributors.
- **CANADIAN SECTION** — Profiles of Canadian supermarket chains, wholesalers and food brokers.
- **EXPANDED DEMOGRAPHICS**—Population breakdowns by age, income level, household size, and education level for each market.



ORDER MULTIPLE COPIES FOR GREATER SAVINGS!

Your competitive edge in the supermarket industry sales wars–FREE for 15 days

Price — $240.00 *Quantity Discounts Available.*

Order Regional Editions for Your Field Staff

CALL (203) 325-3500 X547

A Division of Maclean Hunter Media

PROGRESSIVE GROCER INFORMATION SALES

AA96

Super marketers pursue

(Continued from Page S-6)
retailers responding to FMI's 1984 Convention study said 40% of their weekday sales were made after 5 p.m.

Progressive Grocer also found that while shoppers with full-time jobs go to the supermarket as often as those without full-time jobs—more than twice a week—the average shopping trip for shoppers with jobs lasts eight minutes less than shoppers with part-time jobs, or 46 minutes. However, the average tally for those with fulltime jobs is $57 per trip—the same as the average for all consumers.

According to a study by the Food Industry Management Program at the University of Southern California, as the working woman's income increases, national brand selection becomes more important. While 62% of all women surveyed gave "high importance" to national brands, 70% of those with an in-

(Continued on Page S-10)

Shoppers pick up more than groceries

Supermarkets are becoming more than a place to pick up milk and eggs. In some cities, consumers are leaving their local markets with free grooming tips, a trip to Barbados or, with any luck, a new romance.

Mixing and matching is the emphasis of "singles nights." They include ice-breaking games such as finding half of a famous couple while posing as the other half, completing a typical "pickup" line or confessing to "things I've never done in my lifetime."

Free samples of products, provided by manufacturers or local businesses, usually are sprinkled throughout the store. Some stores have customers rate the products to promote interaction.

Price Chopper, a 58-store chain based in Schenectady, N.Y., was among the first in the nation to hold a singles night. In November, 1985, more than 1,500 customers crowded its New Loudon, N.Y. store. Approximately six singles nights have been held since.

According to Joanne Gage, manager-consumer and public affairs for Price Chopper, the idea came out of a casual lunch conversation she had with a psychotherapist-corporate consultant.

He pointed to one common complaint from singles he knew: There's no place to meet "nice" people. Price Chopper decided to pick up the gauntlet.

"When we had our first singles night, we thought it was a nutty idea," Ms. Gage says. "Now it makes a lot of sense. The supermarket is a place where people feel comfortable. They know what to expect when they walk in; they don't have to dress a certain way, and it's well-lit and safe."

Police had to barricade the parking lot because traffic backed up onto the highway. People drove more than an hour to attend.

Participants range from 20-year-olds to seniors, says Ms. Gage, who notes that the day the event is held has had little bearing on the size of the crowd.

Boston-based Purity Supreme also has begun singles nights on a regular basis, after a turnout of 2,000 at its first attempt, June 11.

"The response was so dramatic at the Woburn store that we tried it again the next week," says Michael J. Mahoney, public affairs director for Purity Supreme.

Police had to barricade the parking lot because traffic backed up onto the highway. People drove more than an hour to attend, he says.

The stores were inundated with media attention, from both the U.S. and England.

Advertising for the event was limited to bag stuffers, signs in the store's windows and commercials on a radio singles show.

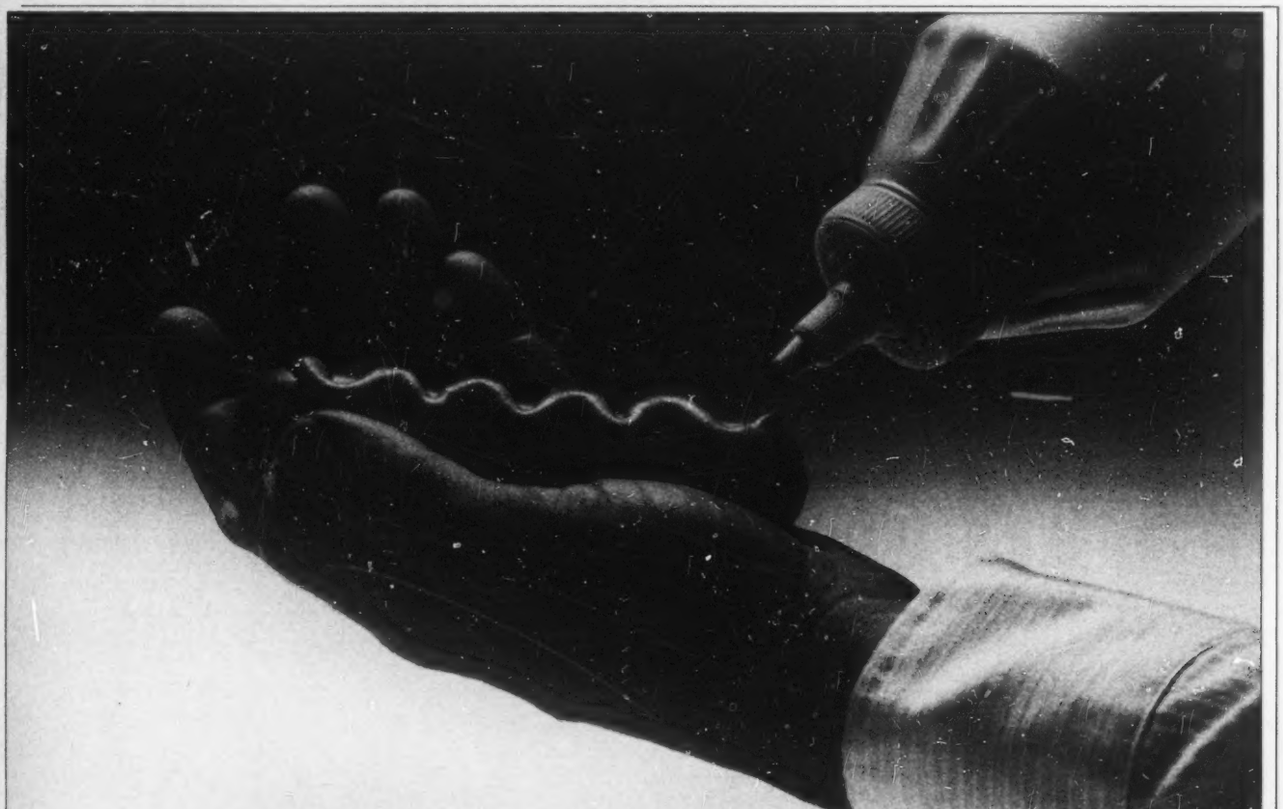
The success has been repeated in seven other stores. "We almost have to try in all 63 stores," Mr. Mahoney says. "The five or six secretaries in operations are besieged by calls on a daily basis from interested customers."

Organizers won't say how the volume of visitors translates into dollars. The events are held primarily for promotional purposes.

"I'm sure we get a little 'kick' in our numbers that evening, but it's hard to say whether it shows in sales in the long run," Ms. Gage says. "Besides, that's not why we do it."

Says Mr. Mahoney: "All I can say is that we're bringing in an additional 2,000 people per night. We believe that once they see what we have to offer, they'll be back."

—Eileen Brill



A MEDIA PLAN WITHOUT NEW ORLEANS IS LIKE A HOT DOG WITHOUT A BUN

Or pralines without the pecans. Or seafood gumbo without the seafood. You just can't cover the food market without America's favorite place to eat — New Orleans. Last year, New Orleanians spent $1.9 billion at area food stores.

The Times-Picayune/The States-Item is New Orleans' leading daily with 843,000 metropolitan adult readers. Let our national advertising manager give you a little food for thought. Call Lester Key at (504) 826-3075.

BUY SMART, BUY THE TIMES-PICAYUNE/THE STATES-ITEM

Source: *1986 Sales & Marketing Management* Survey of Buying Power
Belden Associates CMS
March - December, 1985

The Times-Picayune
The States-Item

Represented Nationally By Newhouse Newspapers
New York, NY (212) 697-8020 Chicago, IL (312) 641-6242
Birmingham, MI (313) 540-5606 San Francisco, CA (415) 362-3367
Atlanta, GA (404) 955-2335 Beverly Hills, CA (213) 205-7647

Super marketers pursue

(Continued from Page S-8)

come of more than $50,000 perceived national brands as such.

USC also found working women are less likely to shop for specials and read grocery ads, and are more likely to substitute a product if their usual brand is out of stock. And Campbell focus groups found that major factors for working women affecting their food preparation and eating habits are limited time, fatigue, and discretionary income. They eat dinner out more frequently than nonworking women and likewise spend a greater portion of total food budget away from home.

Dual career couples have not only put increased emphasis on convenience foods, but also the convenience of the shopping experience. "The strongest force in the market today is one-stop shopping," says FMI's Mr. Hammonds. "Stores have been growing in size as time becomes a more scarce commodity."

Peter Leviten, associate editor of New York-based *Supermarket Business*, says "even though the size of stores is increasing substantially, with most of the new stores running 40,000 sq. ft. and up, retailers are marking stores more clearly and separating departments so the busy shopper can get in and out quickly." He points out that chains are introducing home delivery services and even issuing debit cards under the store's name that automatically deduct the purchase from the customer's bank account.

The increase in working couples also has had a ripple effect on the number of teens doing the family shopping. A 1985 New York-based Rand Youth Poll, a market research firm specializing in the youth field—indicated that more than half of all teens questioned shop "quite a bit" for food for their family; with 63% of all female respondents in this category, and an additional 30% reporting they shop "occasionally."

Only 7% said they shopped infrequently or not at all. In 1975, a similar study showed that only 49% of the young women shopped "quite a bit."

Total teen spending reached $49.8 billion in 1985, up from 39.1 billion in 1980, according to the Rand poll.

Almost half the teens say they have a great deal of freedom in selecting foods and brands, according to a joint study by New York-based Scholastic Magazines and Chicago-based *Food Processing Magazine*, published in January of this year. Price was the main concern of the majority (51.2%), followed by nutritional value (18.6%) and brand name (17.8%).

At the opposite end of the age spectrum, seniors differ most significantly from regular shoppers, says Jim Stevenson, director-Food Industry Management Program at USC.

"Seniors is the one group that didn't put low prices as their No. 1 concern in our survey," he says. "They want friendlier, more helpful employes. Security around the stores is important to them, as is the temperature of the stores. They are more critical of mechanical things, such as how the shopping cart should work."

The mature market is comprised of "avid information seekers," says Campbell's Mr. Eastlack who adds this group shows a substantial interest in food, nutrition and exercise.

He says the mature market is now being looked at as two separate groups: those age 55 to 64 and those 65 and older. "The 55-to-64-year-old consumer especially takes fewer meals at home than does her younger counterparts," he says. "Those 65 and older tend to move back to meals at home."

Mr. Eastlack says that because both groups are looking for nutrition, convenience and appetite appeal, products should be positioned accordingly. "Advertising should present and address the mature consumer as she wishes to see herself—experienced, wise and appearing youthful, trim and energetic," he adds. Mr. Stevenson says seniors offer a tremendous opportunity for retailers. "Their special concerns mean that supermarkets can merchandise with them specifically in mind."

That approach has paid off many times over for stores servicing the Hispanic market, which, according to estimates, will surpass blacks by 1990 as the nation's largest ethnic group. According to several experts, Hispanics have unique food shopping needs: They tend to shop as a family, they eat out less often than Anglo families, they are very brand-conscious and they are major consumers of fresh fruits and vegetables.

Some stores have tried to meet the market's needs by instituting bilingual signs and having one person in each department who speaks Spanish.

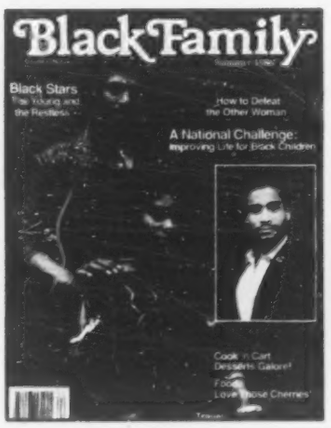
FMI's Mr. Hammonds says the Fiesta Mart store in Houston, targeted primarily to Hispanics, has carousel rides, hot air balloons and pinatas to lend a festive family atmosphere.

"The supermarket is a true mirror of life styles," he says. "It is one of the few places that sees every family in America at least once a week."

. . . working women are less likely to shop for specials and read grocery ads, and are more likely to substitute a product . . . .

Black Family

Esther Rolle Remembers her "Roots"
Jesse and Jackie: A Personal View
Kuumba Theatre Company "Carrying On"
Home Decorating: Panorama Perfection
Albertina Walker Leading Gospel's Caravans



We Were Wrong

We would like to take this opportunity to apologize for the untruths that have been told by Black Family Account Executives. Advertisers have come to find that our Account Executives have not been telling them the truth at all. In fact the numbers across the board have EXCEEDED everyone's expectations by over 110%. Black Family Magazine has been selling more than 50 percent on the newstands, since the purchase and revitalization by Kent Enterprises Inc. at the beginning of the year. Advertisers are finding success stories for every dollar they have spent with Black Family Magazine. With more than 26 MILLION blacks in America this market is definitely not one to be overlooked by Advertisers.

BLACK FAMILY PUBLICATIONS,INC.
11800 Sunrise Valley Drive Suite 320 Reston Virginia 22091
(703) 860-3411

Upbeat beef spots battle red meat's foul image

By S.L. Berry

Beethoven and beef don't have much in common, except a consonant and a couple of vowels. Or perhaps it's more accurate to say they *didn't* have much in common until Ketchum Communications, San Francisco, introduced its "Good News" campaign earlier this year, using a beef-with-a-beat motif for its television spots. The strains of Beethoven's 9th Symphony accompany one such spot, underscored as are all the ads with the slogan, "Beef. Good News for People Who Eat."

Upbeat tv commercials are only one of many promotional devices the beef industry is using to create a new image for its products. Other marketing strategies include two point-of-purchase programs and a print media campaign. Formerly a staple in American kitchens, beef has fallen from favor mostly because of growing concern about red meat's place in a healthy diet.

That old political saw about a chicken in every pot is no joke to beef producers. While more than $21 billion was spent on beef in grocery stores last year, that figure was down nearly 1% from 1984. During that same period, poultry sales held steady at roughly $7 billion.

For the first time in history, according to the Commerce Department, chicken consumption equals that of beef. Predictions for 1986 have the average person eating 70 lbs. of each this year—not including lamb, pork or veal.

"Price and nutritional image are in chicken's favor these days," says Bill Roenigk, director of economic research and membership services for the National Broiler Council, Washington. "The beef people used to have the attitude that chicken's gains in the marketplace were only temporary, but now they've begun to see that's not so. What we have is a scramble to see who gets what percentage of consumers' bellies." Mr. Roenigk says.

Although faced with increased competition from poultry producers, the beef industry hasn't chickened out. To counter chicken's reputation as a low-fat, high-nutrition food, the National Live Stock and Meat Board and the Beef Industry Council—a member of the NLSMB—have launched a vigorous campaign to educate consumers about the benefits of red meat, especially beef. Although the NLSMB represents the beef, pork, veal and lamb industries, the emphasis of the campaigns has been on beef.

"We want to promote beef as light, lean and convenient," says Tom McDermott, vp-communications for the NLSMB. "We want to show how it fits into today's life style."

To do that the "Good News" theme carries over from tv into magazines with ads in national publications like *Bon Appetit*, *Glamour* and *Newsweek*, all handled by Ketchum.

But beef producers aren't putting all their eggs in one promotional basket. Rather than relying too heavily on media advertising, NLSMB launched two new point-of-purchase efforts during the past year.

The first, Meat Nutri-Facts, is a program aimed at informing the consumer about specific cuts of meat, explains Mr. McDermott. It consists of meat counter

(Continued on Page S-15)

S.L. Berry is an Indianapolis-based free-lance writer.

National Brand Scanning knows who's perking in the coffee business.

Why? Because we are counting every coffee can, jar, and bag as it is bought in over one thousand supermarkets every day. So we can tell you how many of each brand, category, and size were sold in any given week nationally, regionally, and in each of 15 major markets.

And we're counting *every* item with a Universal Product Code so we also know about frozen foods, pet foods, detergents and almost anything else sold in supermarkets.

We know it fast so you can put the information to work right away on your own PC — *on-line* in 7 to 10 days. And now for as little as $600 a week.

So call us or use the coupon below to find out how useful this information can be when you're evaluating prices, testing new products or anytime you need complete sales tracking.

Because, what you don't know *can* hurt you.

NABSCAN USA

National Brand Scanning Inc.

216 East 45th Street, New York, NY 10017

800-622-7226 (212-972-6200 in New York State)

Tell me how I can be in the know, too.

Name Title

Company

Address

Phone

Categories of Interest AA

Mail to: National Brand Scanning, Inc.
216 East 45th Street, New York, NY 10017
Or Call: 800-622-7226 (212-972-6200 in New York State)

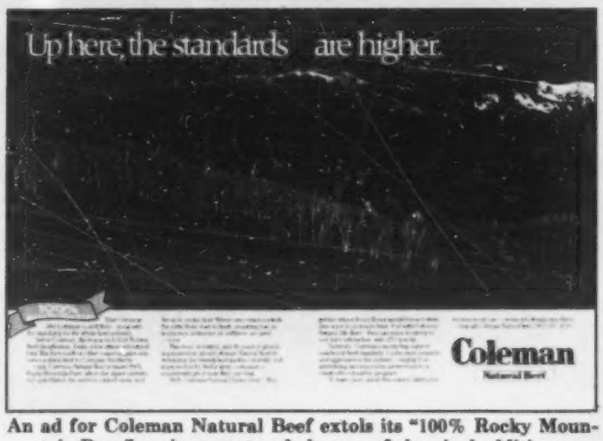
Colorado rancher corrals 'natural' beef market

In response to increased consumer awareness of the potential health risks posed by chemicals such ashormones, antibiotics, growth promoters, additives and preservatives in meat products, a few beef producers have turned away from modern chemical agriculture and back to a less synthetic past.

According to Mel Coleman, a Colorado rancher who heads Denver-based Coleman Natural Beef, the largest producer of natural beef in the U.S., there's a bright future ahead for his end of the beef industry.

Naturally grown beef, once found only in health food stores, is now finding its way into such national grocery chains as Grand Union on the East Coast and Red Star in the South, Mr. Coleman says.

He labels his products, Coleman Natural Beef and Coleman Natural Light. Both are chemical-free and minimally processed—factors that Mr. Coleman says more consumers are looking for in food.



An ad for Coleman Natural Beef extols its "100% Rocky Mountain Pure" environment and absence of chemical additives.

"We're hoping what we're doing will set a new standard for the beef industry," says Mr. Coleman. During a recent 10-day product demonstration tour in stores in Boston and New York, he reports having talked to more than 4,000 people about natural beef. "The concern about chemicals in beef is there. As we tell more people where they can get natural beef, I think we're going to see increased demand."

Toward that end, Mr. Coleman says his company has been concentrating its advertising efforts on retailers, offering new stores a 10% first purchase discount for stocking Coleman beef and promoting it locally. Ads in trade magazines such as *Progressive Grocer* have been directed at educating retailers.

The result, says Mr. Coleman, has been a growing demand for natural beef, which although it costs about 30% more than processed beef, currently accounts for approximately $15 million to $16 million of $50 billion in beef sales worldwide.

He says the chicken industry, which has been steadily eroding beef's market share for 15 years, will be less of a threat to natural beef producers once consumers learn the value of meat from chemical-free, free-roaming cattle rather than from confined, chemically raised chickens.

For one thing it tastes better, says Mr. Coleman. "And I personally think beef is a much better high-protein meat to eat."

—S.L. Berry

Upbeat beef promotion

(Continued from Page S-12)

display cards listing caloric, fat and cholesterol information. "We're giving more information about beef than anybody else is on other products where content information is mandatory," Mr. McDermott says.

The program has been so successful that the American Dietetics Assn. recently awarded the NLSMB, the American Meat Institute and the Food Marketing Institute its "Presidents' Circle Nutrition Education Award" for excellence in providing nutrition education to the public through Meat Nutri-Facts.

And the public, says Mr. McDermott, has responded enthusiastically. "When we pilot-tested the program, we asked consumers for feedback. Although only a fairly low percentage of them said they took the time to study all the nutritional information we're providing, 98% of them said they wanted that information to be available in stores."

As for retailers, he says, the fact that they've helped create Nutri-Facts signs and installed them, as well as coordinating Nutri-Facts recipes with weekly meat specials, indicates just how pleased they are with the program. Along with meat packers and processors, retailers have participated actively in Nutri-Facts workshops sponsored by the NLSMB, and have promoted the program through tie-ins with their local advertising efforts.

So popular has that program been with both retailers and consumers that the poultry producers intend to introduce a similar program, according to Mr. Roenigk. Called Poultry Nutri-Facts, it will be in stores next year.

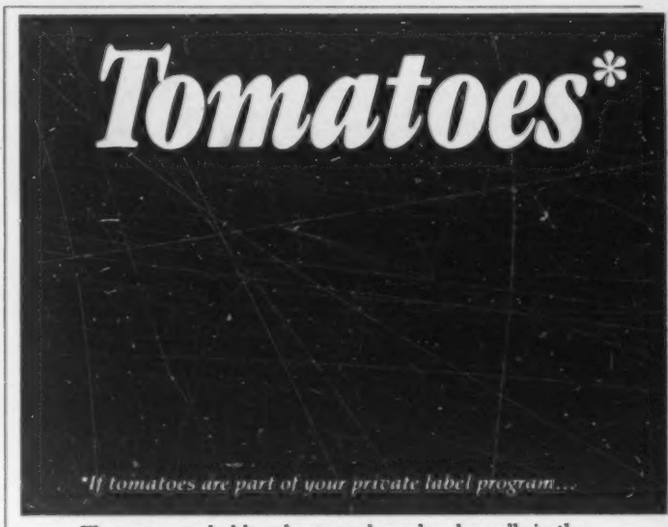
While the Meat Nutri-Facts programs are in use in about 20,000 grocery stores around the country, the beef industry's second point-of-purchase effort has been limited to ten test sites in each of three market areas: Philadelphia, New York-New Jersey and Houston. Known as Meat Features—but dubbed Moo-TV by some—this program uses videos to stimulate consumer interest in specific cuts of meat.

The video displays have proven to be immensely successful among shoppers, says Tom Flaherty, coordinator of retail programs for the NLSMB. A videocassette recorder and a monitor sit atop the meat counter, with a recipe card holder attached, he says. The videotape tells shoppers about preparing a cut of meat displayed in the counter below.

"I really see this concept as the future of product marketing," says Mr. Flaherty. "It's also a great way to introduce new products. Not only will people see the products, but they'll be educated about them and they'll learn how to prepare them."

Test runs indicate that stores with the video units in place increased the sales of the featured

(Continued on Page S-18)



Then you probably rely on rush-rush sales calls in the buyer's office to market your products. Here's a better way. Learn about PLMA's 1986 Private Label Trade Show.

- 500 Exhibit Booths of Major Food and Non-Food Suppliers
- Over 1,000 Retail Buyers

Don't depend on appointments in the buyer's office. Get more facts and a free registration kit. Write PLMA, 41 East 42nd Street, New York 10017, or call Roberta Friedman at (212) 972-3131.

PLMA's 1986 Salute to Excellence

November 16-19 Chicago

THE AVERAGE WEEKLY FOOD EXPENDITURE OF DIARIO LAS AMERICAS HOUSEHOLDS IS $102.60.

Read all about it. Ask for Diario Las Américas' Reader Profile.

Diario Las Américas

The Spanish-language Daily Newspaper
Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-5193
(305) 633-3341

Represented nationally by:
Cresmer, Woodward, O'Mara & Ormsbee, Inc. (CWO&O)

Marketers beef up ad spending

Top 10 beef advertisers

($ in thousands)

Company	Ad expenditures 1985	1984	% change
1. Beatrice Cos.	15,208.0	4,121.5	72.8
2. George A. Hormel & Co.	8,333.9	4,010.5	51.8
3. Oscar Mayer (Phillip Morris)	5,835.6	4,618.0	20.8
4. H.J. Heinz Co.	2,622.9	4,310.9	(39.1)
5. Sara Lee Corp.	1,515.2	481.6	68.2
6. Carl Buddig & Co.	794.3	1204.7	(34.0)
7. Nestle Enterprises	702.4	111.2	84.2
8. Lykes Bros., Inc.	503.1	440.9	12.3
9. United Brands Co.	489.5	—	—
10. Decker Meat Co.	466.6	—	—

Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Upbeat beef promotion

(Continued from Page S-15)

beef cuts anywhere from 12% up to 25%.

Immediate plans, according to Mr. Flaherty, call for the NLSMB to develop a different video tape for every week of the year. "Eventually we'll have a whole library of tapes that retailers will be able to choose from."

The video tapes will cost retailers between $21 and $50, while point of purchase video equipment can run from $800 to $1,200, according to Mr. Flaherty. "If money is a problem, we hope to help retailers with the cost of using the Meat Features program," he says.

Whether buying new or using existing equipment, store owners have to make an investment to get involved in the Meat Features program.

"There's a lot of confusion among consumers about meat, so there's a real need for product education. That's why I think the videos will work, and that's why retailers are responding so well to the concept," Mr. McDermott says.

Both the media campaign and the p-o-p programs are part of the BIC's effort to re-establish dominance at the meat counter, an effort that last year cost the council more than $10 million for advertising and promotion expenditures combined. The exact figure for the 1986-87 fiscal year hasn't yet been determined. But industry sources estimate that a new check-off program—through which the BIC is paid for the sale of each head of beef, may generate more than $30 million next year—allowing the BIC to spend at least that much on advertising.

With that kind of money on the line, there's nothing more gratifying than free advertising.

And, in a recent promotion, the American Heart Assn. was kind enough to oblige the meat industry. Print ads promoting the AHA's early September 1986 Food Festival—an AHA nutritional education program—carried the headline, "How to live high on the hog and steer clear of fat," above a picture of a cow and a pig.

The ad copy streases that cutting down on saturated fat and cholesterol doesn't require cutting out all red meat consumption. Copy in the ad reads: "It simply means being more selective. Taking the time to find the leanest cuts of meat and asking your butcher to trim away as much fat as possible."

This was clearly a response to criticism voiced earlier this year by the NSLMB, that the AHA ads using photos of fish and chicken dishes to promote healthy diets smacked of an anti-red meat bias. While AHA officials insisted no such bias existed, they agreed the ads appeared to suggest it. Their reaction was the Food Festival promotion, something that Mr. McDermott says was really more than the NLSMB expected.

"The fact that the Heart Association people responded to our concerns in such a positive manner is gratifying," he says. "Giving consumers information that allows them to make educated decisions about what they eat is what we've been trying to do with our programs."

How healthy is red meat? If selected cuts are eaten in moderation it can be a nutritious part of a balanced diet, according to the AHA. The American Medical Assn. appears to agree: Currently it is studying a resolution that calls for recommending red meat as part of a well-rounded diet.

Even so, says Mr. Roenigk, the chicken industry is not squawking. When advertising expenditures for individual poultry producers, such as Tyson's, Holly Farms and Perdue, are tallied, "probably $100 million" is spent annually to promote an array of chicken products. "We're not wringing our hands, wondering when the meat people are going to knock us off our perch," he says confidently.

The beef industry almost waited too long before trying to stem the erosion of its market share, acknowledges Mr. McDermott. However, with more money now available for advertising, beef producers are beginning to shed their traditional attitude that their product speaks for itself, and they're getting more savvy about speaking out in its favor.

Instant access to the critical information you need to maximize your sales to the grocery industry. . .

SuperSeller™

SuperSeller.....a microcomputer system built to serve the daily information needs of sales management.

Now you can put the power of Progressive Grocer data behind your day-to-day decisions. No waiting for the DP or MIS people to respond. With ***SuperSeller*** you decide what information you want and how you want it reported, all at the touch of a button. Imagine, on-demand access to the vital information you need for . . .

- Retailer Business Reviews
- Broker Reviews
- Sales Staff Evaluations
- Territory Analysis
- Sales Development Analysis
- Sales Planninng

. . . all in a turnkey system that requires *no internal programming.*

For all of its capabilities, ***SuperSeller*** is as simple to understand as it is to use. There are just two essential ingredients: the Progressive Grocer DataBase – the foremost compilation of supermarket store and account data (updated monthly), and your shipment data by product and by account.

You operate the system through menu prompted commands which allow you to select the accounts, products and geography to be analyzed and to print resulting reports. In an instant, you're on top of every crucial issue, in command of every situation .

SuperSeller..you owe it to yourself to learn more.

Naturally, there's a lot more to know about this exciting new system and how you can put its power behind your sales efforts. As a first step we'd like to send you a detailed guide to the ***SuperSeller*** system or better yet, we'll be delighted to present the system in person — a no obligation demonstration for you and your staff.

Just give us a call, at *(203) 325-3500 Ext. 455.*

SuperSeller . . . Finally, an information system designed specifically for sales.

PROGRESSIVE GROCER INFORMATION SALES

1351 Washington Boulevard Stamford, CT 06902

Kroger innovation aims at carnivore revolution

By Ed Fitch

Ponder the simplicity of Cro-Magnon shopping. Hungry? Reach out, spear a woolly mammoth, bring it home, slice it, dice it, roast it.

Not that the beef industry hasn't made strides—after all, refrigeration and mechanical meat slicers have since been introduced. But compared to other changes in food marketing, this segment still shows signs of the Neanderthal.

"The meat industry has lagged behind changes in life styles," says William Parker, vp-meat merchandising, The Kroger Co., Cincinnati. The erosion in the beef market, which had 1985 grocery store sales of $21 billion, down 1% from 1984, "came about because of a lack of innovation," he says.

Modern man demands convenience, even in a product as basic as meat. And although they haven't exactly re-invented the wheel, Kroger marketing executives have created an innovative concept in meat marketing —precooked products displayed in the fresh meat case.

"Consumer research told us there was a place for the product that would fit into today's life styles; that people had a strong interest in convenience," says Marvin Goldsmith, exec vp, general administrative manager, Campbell-Mithun, Chicago. The Campbell-Mithun-created ads stress convenience through a series of vignettes that feature young professionals' accoutrements like personal computers, phone answering machines and microwaves (AA, July 28).

Hungry? Reach out, grab a pork chop, pop it in the microwave, sit down and go to it. "We had to show how a primary property of the product was in tune with the target market's life style," he says.

"About two years ago we were looking at the trends of eating out and the growth in the number of two-income families," says Mr. Parker, "and wanted to come up with something that would address those shifts."

Some exacting criteria were established: The product had to be fresh, microwavable and taste as good as restaurant-quality cuts of meat, he says. "Research indicated people preferred to eat at home if they could get a high-quality, good-tasting product that was fast and convenient to prepare."

Although Kroger was putting out feelers among suppliers, "we weren't getting anywhere," Mr. Parker says.

Kroger has attempted to fit its precooked meat product to the life styles of people who demand convenience.

Then Kroger executives made a trip to Zeeland, Mich.-based Bil Mar Foods on an unrelated matter and discovered the company was cooking meat and shipping it to restaurants to be reheated and served. "We figured if it could work that way, it would meet our objectives."

The program started cooking when Kroger talked to other meat packers that were able to precook and vacuum-pack their products and round out the line to include ribs, pork chops, prime rib, chicken. "We had to market it as a concept," says Mr. Parker. "Some people had been doing this for specific products on a small scale, but we wanted to put all of the pieces together."

Everything came together last year when Atlanta-based Kroger stores first placed the product. Cincinnati and Columbus, O., were added as test markets shortly thereafter. "These were the markets that fit for product introduction in terms of the number of stores and share of market," says Mr. Goldsmith. Detroit stores joined the Completely Cooked program later, and last month Houston and Dallas were added to what soon will be a much larger list of markets.

"Sales have met our expectations," and the product should be in Kroger's more than 1,300 stores by spring 1987, he says.

The product's fast-paced introduction does not mean it has sidestepped all stumbling blocks. "The big drawback is cooked meat does not look good in a package—it doesn't look as good as red meat," Mr. Parker says.

The ad campaign was designed to circumvent the appearance problem, and in-store tastings and placement in the fresh meat case were instituted to overcome category confusion and consumer reluctance to accept the concept of microwaved meats.

Of those who sampled the product in-store, 80% said they would buy the product, Kroger research reported. Research also showed the mature market—an unexpected segment—has responded well to both the convenience aspect and smaller portion sizes, Mr. Parker says, despite its higher price.

Kroger is certain convenience will pull more members of the microwaving masses to the product line.

"We think we're converting new users to beef; people who weren't taking the time to prepare meat," he says. The company projects that the product eventually will account for 10% of total meat sales, an amount Mr. Parker compares to Kroger's ground beef sales.

Most important, Mr. Goldsmith says, is that the product will help to curb the decline in red beef sales. "This allowed us an opportunity to create some interest. The product is a real departure from anything that has been done in grocery marketing."

Regarding life in the food chain, Kroger is a firm believer in survival of the fittest. The microwave has become a tool for the company to skewer its competitors and become a mammoth player—not a woolly mammoth.

Package goods manufacturers can now earn retail rate equivalency in Pittsburgh

With each page of space (or equivalent) in food sections of the Sunday Press or daily combinations of The Press and Post-Gazette, food, HBA and proprietary drug advertisers can earn a bonus of two (2) quarter page (31.5") units in the daily combination food pages. Multiple brands may be linked to earn bonus space — which can be used for any of the advertiser's brands.

For details contact:
Don Fox, 412/263-1353,
Hal Schmitt, 412/263-1348
or Bill McCormick, 412/263-1336
at The Pittsburgh Press
. . . or your nearest office of
Sawyer • Ferguson • Walker Co., Inc.

The Pittsburgh Press
SCRIPPS HOWARD
EVENING–SUNDAY
Pittsburgh Post-Gazette
MORNING

Order the prime cut of Florida's food market

Want your share of profits in Florida's fast-growing food market?

Help yourself!

Order a generous serving of St. Petersburg-Tampa-Clearwater, first in Florida in food store sales. With $2.4-billion in sales in 1985, this prime market outspent second-ranked Miami-Hialeah by more than $369-million.* St. Petersburg-Tampa-Clearwater can satisfy your appetite for meaty profits.

Hungry for more?

The St. Petersburg Times and Evening Independent deliver the largest helping of Florida's prime market. Call general advertising at 813-893-8249 for more information and a job well done.

St. Petersburg Times
evening Independent

*Sales and Marketing Management's 1985 Survey of Buying Power

Turkey's holiday-only image plucked

By Julie Liesse Erickson

Turkey's not just for holidays any more.

Beatrice Meats uses newspaper inserts and print ads to promote its Swift Butterball frozen turkeys and turkey breasts as summer barbecue meats, while the Turkey Store makes fresh turkey meat as accessible as chicken and beef. And in a current tv ad for Louis Rich precooked turkey breast, a boy pulls a sandwich out of his lunch box. The voiceover says, "Remember how good a turkey sandwich tastes? Well, you don't have to wait for Thanksgiving any more."

These three companies have led the way in creating and marketing new products—including precooked cuts, lunchmeats, fresh turkey parts and frozen, breaded finger foods—that have made turkey an integral part of today's meat case.

In the 1960s, almost all turkey was sold whole, reflecting the meat's status as a special-event food.

In addition, 20 years ago 95% of U.S. turkey was eaten during the fourth quarter of the year, says Barbara Schuelke, consumer information manager for General Foods' Oscar Mayer and Louis Rich meat-processing divisions, Madison, Wis. Today, she and other industry executives place that figure at 40%.

The popularity of new products and the increased use of turkey for non-holiday meals have helped boost U.S. consumption from 2.38 billion lbs. in 1980 to 2.83 billion lbs. in 1985, according to the U.S. Department of Agriculture, Washington. On the average, each American gobbled up 12.1 lbs. of turkey last year, as opposed to 10.5 lbs. in 1980.

Top 10 poultry advertisers
($ in thousands)

Company	Ad expenditures 1985	1984	% change
1. Louis Rich (Phillip Morris Cos.)	$14,547.7	$4,698.3	56.6
2. Tyson Foods Inc.	7,550.7	3,582.5	52.5
3. Holly Farms (Federal Co.)	6,850.8	4,924.9	28.1
4. Perdue Chickens	6,457.7	5,520.8	14.5
5. Weaver's Prepared Chicken (Victor F. Weaver Inc.)	4,879.4	6,001.3	(18.6)
6. Swift Butterball Turkey (Beatrice Cos.)	3,292.6	2,680.6	18.5
7. Plump & Juicy Frozen Chicken (Campbell Soup Co.)	2,135.0	530.0	75.1
8. Mr. Turkey Products (Bil-Mar Foods)	1,447.1	628.0	56.6
9. Shady Brook Farms Turkeys (Marval Poultry Co.)	1,301.9	459.0	64.7
10. Foster Farms	1,092.6	1,378.9	(20.7)

Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Louis Rich is one of three companies that are trying to make eating turkey more than an just annual event.

And in California, often considered a bellwether state, per-capita turkey consumption is about 3 lbs. higher than the national average.

In the early 1980s, according to *Progressive Grocer* magazine, turkey overcame roast beef to become the No. 2-selling meat in the nation's deli cases, behind ham. But turkey's success poses a chicken-and-egg dilemma: Were new products developed because of turkey's popularity, or were they the catalyst for increased consumer interest?

"I think turkey has been successful largely because of consumers' interest in health, diet and a more active life style," Ms. Schuelke says. "And turkey is one of the lowest fat products around—even lower than chicken."

In addition, she says, the turkey industry received an unexpected boost from weight-reduction groups, some of which even went so far as to recommend not only turkey, but specific brands, in menus.

Tom McLaughlin, however, argues that consumers didn't become interested in turkey until the industry broadened its product line. Mr. McLaughlin is vp-marketing and sales for Jerome Foods, Barron, Wis., marketer of the Turkey Store brand of fresh turkey products.

Jerome started the Turkey Store line in 1983. "It really is a concept as opposed to a product or set of products," Mr. McLaughlin says. "It was a merchandising idea, based on the belief that Americans would eat more turkey if it were available in convenient forms. Turkey lagged behind the rest of the poultry industry because we didn't provide the forms people needed and wanted.

"Our strategy was a two-part one," he says. "First, offering the products people want—convenient, easy-to-prepare, wholesome products—and second, allowing the retail operator to increase his meat sales. Red meat consumption is down, and that means retailers have empty meat cases available. We've given them product to sell there."

In addition to providing all point-of-purchase materials to retailers, Jerome initially advertised the Turkey Store concept heavily.

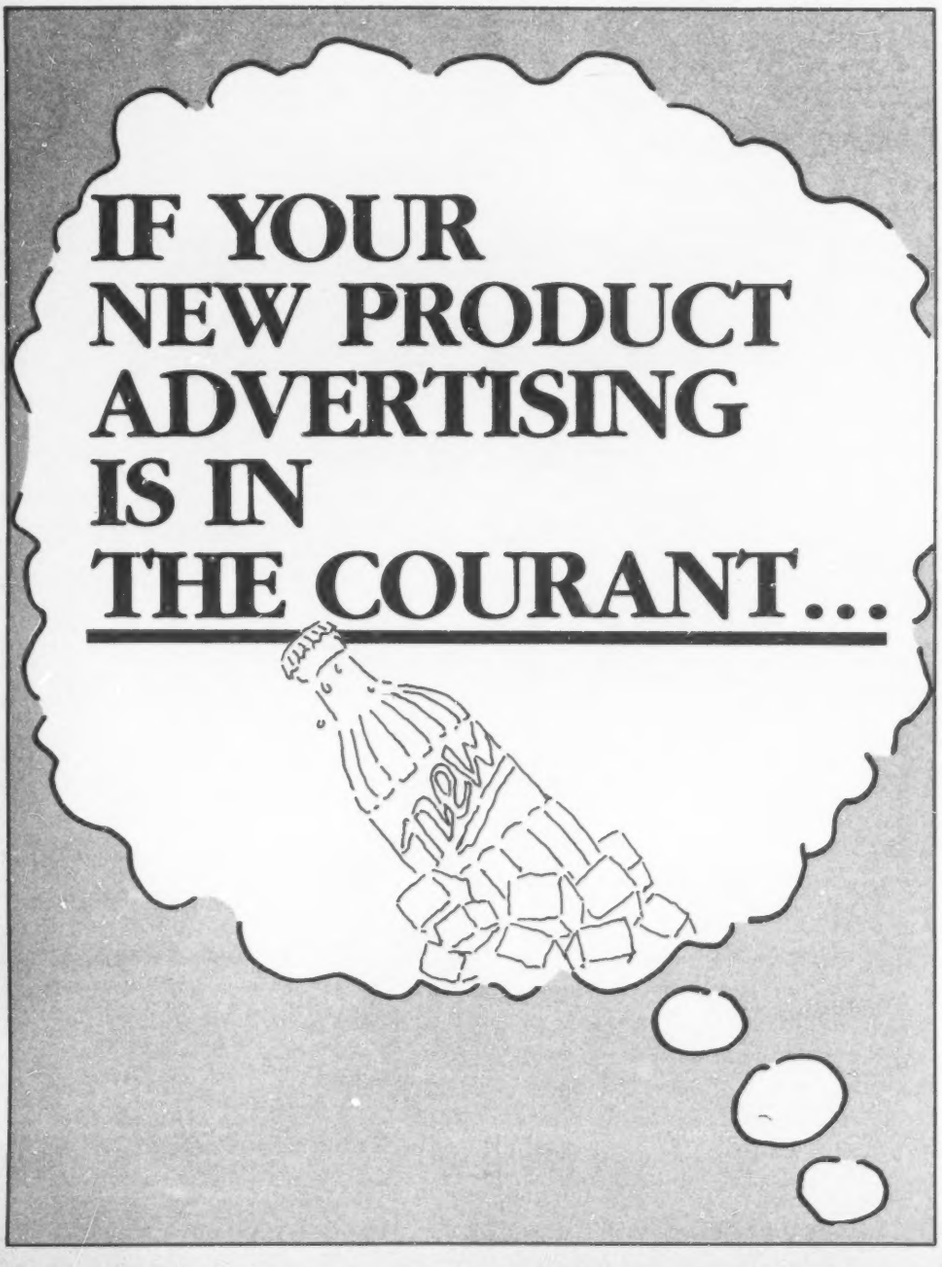
Seven-media spending totaled $1.6 million in 1984. Since the products' debut, however, ad spending has slackened; 1985 spending, as measured by Leading National Advertisers, totaled $274,000. Carmichael-Lynch, Minneapolis, is Jerome's agency of record.

The Turkey Store line includes breast, thigh, wing and leg portions, currently distributed in grocery stores nationwide.

In addition, Jerome, the nation's largest grower of fresh turkeys, sells cold cuts through grocery store delicatessens, whole birds and various foodservice products.

Jerome does not release financial information. Mr. McLaughlin says company sales have increased 15% annually during the past three years. "The success of Turkey Store is proof in itself of the industry's success in

(Continued on Page S-26)



Considering New England?

Don't overlook the largest daily newspaper in Maine, New Hampshire and Vermont.

The Bangor Daily News covers nine counties with 404,000 adult population and $5 billion effective buying income.

For advertising information call 1-800-432-7964 or contact your Sawyer-Ferguson-Walker representative

Bangor Daily News
The Maine Choice.

Source: Sales & Marketing Management, 7-86

Finger foods are changing dinner customs

By Julie Franz

Contrary to popular belief, people aren't snacking more, they're just snacking differently.

People are eating snacks or finger food as daytime meals and giving appetizer parties, says Nancy Byal, food and nutrition editor at *Better Homes & Gardens.*

"Portable is popular," she says. "Finger food is the ultimate convenience food that can be eaten anywhere from the dinner table to Mount McKinley."

People also have begun serving the "no-dinner dinner," she says, offering a collection of finger foods and appetizers along with one or two selections for dessert.

That sort of menu is more casual for entertaining, easier to prepare than a seven-course dinner, and doesn't require a complicated setting of utensils, Ms. Byal adds.

According to MRCA, a Stamford, Ct.-based consumer research company, fresh cheese is out, yogurt is in. Granola bars are out and frozen juice bars are in.

Mexican and Oriental foods are *really* in, with frozen egg roll unit sales jumping 221% in one year.

Imperiled by the shift in American's taste buds is the venerable potato chip.

The nation's No. 1 snack food, selling at a $3.29 billion yearly pace, is being usurped by more sophisticated finger foods with an international flair including egg rolls, dimsum—Chinese finger food, tiny pizzas, nachos and fried cheese.

> ***"Portable is popular. Finger food . . . can be eaten anywhere."***
>
> **Nancy Byal**
> **Food and nutrition editor,**
> ***Better Homes & Gardens***

Finger food

Like most food trends, the finger food craze was first capitalized on in restaurants. General Mills reports that 39% of the customers at its Red Lobster Inns of America ordered appetizers in 1985, compared with only 18% in 1980.

And the 1980 introduction of McDonald's Corp.'s McNuggets created a whole new category of fresh and frozen boneless chicken products in the grocery store.

Despite a small drop in boneless chicken sales last year, marketers are still eager to enter the category, signaling their confidence of future growth in the industry.

Sales in the boneless chicken category fell 5% to $345 million for the 52 weeks ending July 18, according to SAMI/Burke, New York. Part of the category's drop can be attributed to a shortage of chicken caused by a surge in fast food restaurant sales of chicken products, industry sources say.

Most of the major chicken producers, including Frank Perdue, have entered the chicken nugget market. Earlier this year, Perdue expanded distribution of its oven-ready line of Perdue Done It! chicken nuggets. Campbell Soup Co. got into the act with two products from its Swanson frozen line, Swanson Plump & Juicy Chicken Dipsters with sauces and Swanson Chicken Duets, frozen stuffed nuggets the company says are aimed at "grazers."

ConAgra Frozen Food Co., Ballwin, Mo., this fall will debut a product that combines two trends: Chicken nuggets and mi-

(Continued on Page S-28)

Turkey

(Continued from Page S-24)

getting consumers to consider turkey for non-holiday use," he says.

Like Jerome Foods, Louis Rich, the No. 2 U.S. marketer of cold cuts, was one of the first companies to offer alternatives to whole turkeys. Ms. Schuelke considers the company's oven-roasted turkey breast, first prepared for foodservice use, a "landmark product."

The company soon expanded into processed turkey products. "We realized that turkey would be a successful cold cut because it took seasonings well and it was both convenient and healthful," she says.

Today, Louis Rich's turkey offerings include cold cuts, frankfurters and turkey hams in addition to fresh turkey parts and foodservice products. Sister company Oscar Mayer, the nation's leading marketer of cold cuts, also offers turkey within its prepackaged cold cut lines.

Although Louis Rich and agency Ted Bates & Co., New York, previously placed magazine ads almost exclusively in women's service books, Ms. Schuelke says the company's 1987 media plan includes health and fitness magazines such as *Self*, as well as regional and epicurean magazines.

In 1985, General Foods spent $14.5 million to advertise Louis Rich products, according to measured-media figures from Leading National Advertisers. That represented a 10% increase over the previous year's spending. Tv spots and print ads are themed "Turkey so right." By comparison, 1985 measured-media spending for Beatrice's Butterball turkeys totaled $4.2 million, according to LNA.

According to industry executives, promotional activity probably will help turkey to continue achieving steady growth. Mr. McLaughlin of Jerome Foods, which is in the middle of a study to update information on its customer base, believes that growth has come partly from younger, health-conscious consumers switching from red meats—particularly pork—and also from older Americans looking for poultry alternatives.

IT'S ON THEIR MINDS.
New product marketers pick Hartford as one of the top test markets in the nation. Used to test 111 new products in a one-year period, Hartford ranks 12th in the nation. And The Hartford Courant reaches 81% of all adults in this market on Sunday, 63% daily. If your new product advertising is in The Courant, it's on their minds.
The Hartford Courant
Making you memorable.
285 Broad Street • Hartford, CT 06115
(203) 241-6200 • 1-800-524-4242 toll free • TWX: 710-425-8921
Represented by Million Market Newspapers/Times Mirror National Marketing

Then you probably rely on rush-rush sales calls in the buyer's office to market your products. Here's a better way. Learn about PLMA's 1986 Private Label Trade Show.

- 500 Exhibit Booths of Major Food and Non-Food Suppliers
- Over 1,000 Retail Buyers

Don't depend on appointments in the buyer's office. Get more facts and a free registration kit. Write PLMA, 41 East 42nd Street, New York 10017, or call Roberta Friedman at (212) 972-3131.

PLMA's 1986 Salute to Excellence

November 16-19 Chicago

Finger foods changing

(Continued from Page S-26)
crowaves. The company will introduce a six-pack of all-breast meat nuggets in a single serving package that also contains sauce.

The product's light breading makes it microwavable, according to Scott Rahn, ConAgra Frozen Food's exec vp-general manager.

ConAgra may apply the same breading to its 10-item line of Hot Bites frozen chicken and cheese snacks to make them microwave, thus sparking another boom in the frozen snack category, Mr. Rahn predicts.

Micro-munchies

Increased microwave oven use has brought typical restaurant fare into the home by making it faster and easier to zap frozen, prepared munchies.

Microwaves also have made it possible for children to prepare their own snacks, like nachos or french fries, without parental supervision, according to Mr. Rahn.

According to Pillsbury Co., Minneapolis, one of the few food marketers with a full line of microwave-only frozen products, more than 52% of all households had a microwave oven in 1985, up from 43% of households the previous year.

The company's Jeno's subsidiary is a hot competitor in the frozen hors d'oeuvres category with its Microwave Pizza Rolls, bite-size pieces of dough filled with tomato sauce, cheese and other pizza fillings.

While sales in the frozen hors d'oeuvres category are down 7% to $97.1 million, according to SAMI/Burke, marketers are confident that the category will again boom.

Food Institute Report tags the frozen munchies market at $456 million, including hors d'oeuvres and frozen, prepared chicken.

Oriental & Mexican

Another segment showing opportunity for frozen snack makers comes from Oriental and Mexican cuisine, which both lend themselves particularly well to snacking and eating on the run, Ms. Byal says.

While egg rolls remain the primary Oriental finger food with sales of $46 million a year through grocery stores, an age-old form of Chinese snacking, dimsum, recently re-emerged.

Pillsbury is selling frozen dimsum under the Royal Dragon name through a joint-venture with Convenience Foods International Ltd. in Hong Kong. The line includes spring rolls, won ton and shaomai, all products the novice cook would be unwilling to try making from scratch.

The products are available in retail grocery stores in Dallas, Denver, Los Angeles, Memphis, Phoenix and San Francisco.

Along the line of Mexican snacks, ConAgra's Mr. Rahn predicts more snack products made from meats or even fruit paste wrapped in tortillas or other dough products.

Frozen vegetables

Geo. A. Hormel & Co. and Ore-Ida Foods lead the way in frozen vegetables. Hormel sells a variety of vegetables in its Gold 'n Lite line of frozen snacks introduced last March. The line is now very close to national distribution.

Ore-Ida has been testing its five-item line of breaded Vegetable Crisps in Kansas City, Oklahoma City and Wichita since January. The company is pushing the product as a side-dish alternative to regular vegetables. "Do you know what Ore-Ida has done to plain vegetables?" the Ore-Ida ad campaign asks.

Popcorn

Another segment that is booming because of microwaves is popcorn.

SAMI/Burke reports 60 million lbs. of microwave popcorn were sold last year compared with 17 million lbs. in 1983. Microwave popcorn accounts for 25% of the annual sales volume of unpopped popcorn, and 50% of total popcorn dollar sales.

Sales of microwave popcorn expanded 48% to $201 million in the 52 weeks ending July 18, according to SAMI/Burke. The biggest chunk of growth came from shelf-stable products introduced last year by Pillsbury, General Mills and Beatrice. Those now account for $136 million in sales, up 52.4% over last year.

While food manufacturers have been conservative in introducing foods specifically for microwaves, Ms. Byal sees that changing soon. "Before the year 2000, microwaves will be the major cooking appliance in the home," she predicts. If that's the case, frozen snack foods could see another sales boom.

If your target is people who own one of these...

Snack spending slows

Top 10 snack advertisers

($ in thousands)

Company	Ad expenditures 1985	1984	% change
1. Pepsico, Inc.	60,134.7	63,972.7	(6.3)
2. Procter & Gamble	38,835.3	31,881.1	17.9
3. RJR Nabisco Industries	36,568.8	50,960.8	(28.2)
4. General Mills	29,548.2	25,366.8	14.1
5. United Biscuits Holdings	22,461.7	27,432.3	(18.1)
6. Quaker Oats Co.	19,633.3	18,984.0	3.3
7. Kellogg Co.	18,291.3	5,514.6	69.8
8. Beatrice Cos.	18,264.1	15,341.4	16.0
9. Ralston Purina, Co.	17,487.3	12,767.6	26.9
10. Pillsbury	10,014.7	8,860.0	11.5

List includes appetizers, snacks, nuts, snack cakes and cookies.
Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Twinkies: 50 years of 'fun'

By Kari E. Super

Nutritionists may use Twinkies as an example of what not to eat, but that hasn't prevented Continental Baking Co., St. Louis, from selling 700 million a year.

These notoriously sweet little cream-filled sponge cakes have been a snack lover's staple for more than 50 years.

"Basically what this is, is sugar, fat and food additives. But in small quantities they're unlikely to be harmful," according to Marion Nestle, director of the Clinical Nutrition Education Center at the University of California, San Francisco, School of Medicine.

The actual ingredients, in descending order of quantity, include sugar, enriched flour, corn syrup, water, partially hydrogenated vegetable and/or animal shortening, eggs, skim milk, leavening, whey, starch, salt, mono- and diglycerides, sodium caseinate, polysorbate 60, lecithin, xanthan gum, natural and artificial flavors, artificial colors and sorbic acid.

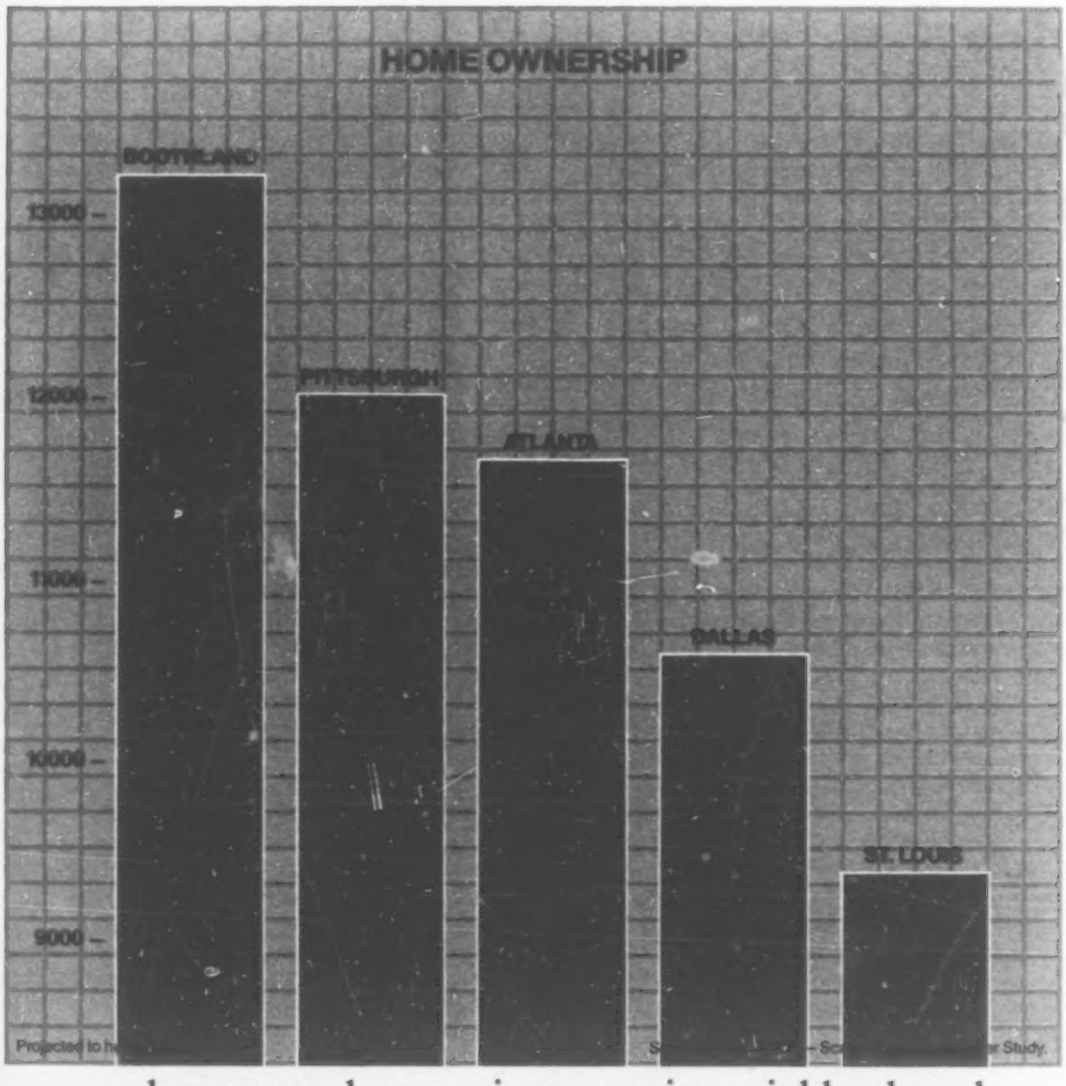
"It's just a good, wholesome, fun food," says Harry Pierce, vp director-cake sales for Continental Baking Co., a division of Ralston Purina, St. Louis, "made from ingredients you'd find in your own kitchen."

In 1979, Twinkie consumption was used as a murder defense. Testimony in support of San Francisco city supervisor Dan White, accused of murdering Mayor George Moscone and city supervisor Harvey Milk, included a psychiatrist's statements suggesting that Mr. White's diet of Twinkies, potato chips and Coca-Cola led to the killings.

Extreme variations in Mr. White's blood sugar levels exacerbated his existing manic-de-

(Continued on Page S-30)

Kari E. Super is a reporter for Modern Healthcare, *a Crain Communications Inc. publication.*



our house numbers are in a very nice neighborhood.

With over 1.3 million homeowners, Boothland gives new meaning to the term "home delivery." That's because Boothland is America's 10th largest concentration of homeowners. A market that reaches 44 Michigan counties and delivers to over seven times as many customers outside Detroit as the Free Press does. For more information on how to make sure your ads really hit home, call Booth at (313) 540-5600. Represented nationally by Newhouse Newspapers.

Ann Arbor News · Bay City Times · Flint Journal · Grand Rapids Press
Jackson Citizen Patriot · Kalamazoo Gazette · Muskegon Chronicle · Saginaw News

booth newspapers

Albany, New York

THE NATION'S BEST TEST MARKET?

It takes more than statistics to make a good test market. Albany's locally supplied retail, complete local media presence (radio, TV, newspaper, outdoor) relative isolation from other major markets, and standard statistical profile all add up to ideal test market conditions.

100 GRPs
Less Than $25 CPP

The Albany, NY metro's #1 media buy delivers efficiency and impact for virtually any demographic category.

For details, call Chris Cunningham, Jr. at (518)454-5680 and ask about

The Albany, NY Power Package

Source: 1985 Simmons-Scarborough

NOBODY COVERS NEW YORK'S CAPITAL LIKE

New York's CAPITAL NEWSPAPERS

TIMES UNION · Knickerbocker News
Mornings & Sunday · Evenings
HEARST NEWSPAPERS

Segmentation heats up soup market

By Eileen Norris

It would be a marketer's dream: A product so hip it is a must at any party, so wholesome it is considered one of the best medicines for the common cold, so quick it is the right answer for today's on-the-go singles society.

Not only does such a dream food exist, but it is cheap and it comes in a can or an envelope. It is soup and, incredibly enough, it is facing some big marketing changes.

"The traditional view of soup is antiquated," says Dan Santangelo, vp-general manager for soup at Campbell Soup Co., Camden, N.J. "We aren't defining soup as the way to just round out a meal. We're looking at soup as a liquid food market, a way to eat today."

Eileen Norris is a Chicago-based writer and frequent contributor to Special Report.

It might seem unnecessary to change a product that seemingly is the perfect food, and one that reached $2 billion in sales last year. Lipton onion soup mix and sour cream has been a standard chip dip since radio host Arthur Godfrey read a letter over the air from a listener extolling the magical potion as a way to make any party a success.

Folk wisdom still proclaims chicken noodle soup to be the best home remedy for the common cold. The flavor rings up the highest sales for Lipton and Campbell. It's closely identified with "colds and Mom's Jewish penicillin," says Mr. Santangelo.

But make no mistake about it, soup is branching out. Marketers are no longer content to rely on nostalgia or its image as a filler to serve between salad and entree. Soup is hot and getting hotter.

The liquid nourishment is just the ticket for frazzled singles and working parents who get home from work only to stare blankly into the refrigerator and lose their appetite as they consider fixing dinner.

The big two soup producers are all but too happy to step in and answer the plea for help. The traditional canned soups share shelf space with dry and instant soups, single-serving soups and microwave soups. Most soup labels or envelopes contain recipe ideas to try to make the busy homemaker's life easier, and help ring up more sales.

Lipton and Campbell are spending big ad dollars to tout the notion that soup can be a meal in itself. They are enticing shoppers with variety, as evidenced by the new products steadily being rolled out and the dozens of new flavors being tested in small markets across the country.

"We're segmenting more," says Tony Franke, vp of the foods division for Englewood Cliffs, N.J.-based Thomas J. Lipton Co. "As in every other business, we're more conscious of single families and working women and every time we develop a new addition to the line, we measure it against this new set of criteria. What will work for the new life style? Years ago, that wouldn't have been the case."

Lipton is promoting the variety of its new flavors while attempting to identify segments within the soup market.

That sentiment is echoed by Campbell officials, who say they see themselves in the midst of a "soup revolution."

"There's less free time and shopping time is down about

(Continued on Page S-34)

Twinkie success story

(Continued from Page S-29)

pression, the testimony read. The press dubbed it the "Twinkie Defense."

Mr. Pierce won't discuss the "Twinkie Defense," or whether the U.S. health craze has hurt its sales. A spokesman for the company says the product's sales haven't faltered over the years.

In the past 56 years, approximately 40 billion Twinkies have been sold, making the product Continental's No. 1 seller followed by Hostess Cupcakes and Suzy Q's. Continental grossed $1.6 billion in sales in fiscal 1985. At 49 cents per two-pack, 80% of all Twinkies are purchased on impulse—51% by adults, Mr. Pierce says.

Continental plans to target adults with future advertising. The account is handled by Ted Bates Worldwide, New York.

A company spokesman declined to be specific about future advertising. Past advertising for adults has included a campaign called "Hug from Home," in which the company targeted mothers, urging them to purchase the product for their kids.

James Dewar mixed the first batch in 1930, hoping to activate the company's idle shortcake pans and sweeten a depressed nation for 5 cents a two-pack.

Except for a switch from banana to vanilla filling early in the product's life, Twinkies have remained virtually untouched.

Continental markets a devil's food version in selected markets during summer months. But that product hasn't really caught on, Mr. Pierce says.

Mr. Pierce says he doesn't think Mr. Dewar had just convenience in mind when he passed the first batch around the bakery. But he later recognized the virtues of a quick snack, and extended the product's shelf life.

"There's no muss, there's no fuss. You just pop them in your mouth," Mr. Pierce says.

Even Jim McMahon, quarterback for the Chicago Bears, was recently heard to say on a popular late-night tv program he liked Twinkies. Will Twinkies be the next Jim McMahon endorsement? Outrageous.

BIG GAME HUNTERS

...bag big profits with the PROFIT TICKETS!

Now big game hunters can confidently set their marketing sights on potent game promotions which will dramatically increase traffic and sales.

You can turn to Chicago Lithographing Company. We've earned our big game reputation with game, sweepstake and lottery programs exclusively. We have successfully helped promotional firms with the development and production of big games for major supermarkets, oil companies, state lotteries and fast food chains.

Chicago Litho has printed billions and billions of Profit Tickets, including scratch-off and punch-out style, for satisfied customers throughout the world.

Chicago Litho is a single source supplier for your big game promotions. There is no second handling, second guessing nor costly delays due to additional suppliers.

Our extensive facilities offer you everything from high speed multi-color presses to sophisticated numbering, perforating, die-cutting and collating equipment. We have the controls to help you produce secure hidden image games. You can have us compute the odds for pay-offs and handle the dispersion of prizes. Added to each job are strict security, controlled distribution, and on-time delivery.

So if you're a big game hunter stalking a successful promotion, talk to the single source professionals who know the territory. Contact us for complete information.

Chicago Lithographing Company

560 S. Vermont, Palatine, IL 60067 (312) 359-3733

Segmentation heats up

(Continued from Page S-30)

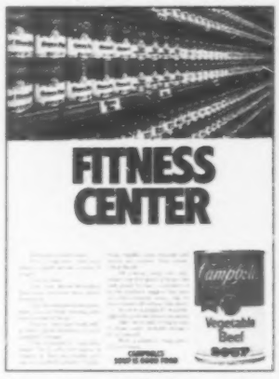
25%," says Mr. Santangelo. "Shoppers spend less than 20 minutes in the store. It's like they're on roller skates. We have to make a special effort to reach these people and tell them about how our cheddar cheese soup makes a great cheesecake and how our mushroom soup can be added to make a number of dishes."

That isn't all leader Campbell —which has a hefty 63% of the total soup market and saw its sales increase 7% last year, according to Mr. Santangelo—is doing.

The company added to its familiar line of 60 red-and-white condensed soup varieties by offering a line of dry soups, a category Lipton has dominated for years. Campbell executives estimate they hold about a 17% share of the dry soup market.

To date, Lipton's Mr. Franke says his company hasn't been hurt by Campbell's intrusion. "We have little competition in our instant, Cup-A-Soup line, and we are holding steady with about half of the market for the regular dry soup mix business.

"Since Campbell came into the dry soup business the regular soup business has grown by about 10%," he adds. That figure is close to the 8.71% increase recently cited by *Progressive Grocer*.



Recent Campbell ads appeal to the health- and diet-conscious and target the upscale with the "sophisticated" gold label line.

Instead of hurting Lipton's share of the dry soup market, which accounts for 25% of total soup consumption, Campbell's entry apparently did some good. Thanks to a new awareness factor, Mr. Franke says Lipton saw about a 10% increase in its overall soup dollar sales.

"They [Campbell] may have garnered a corner of the market, but as a result of their presence, it's helped all of us in the soup business," he says, adding that Lipton hasn't suffered any volume decline to date.

"The dry soup segment has become more important to Campbell," says Mr. Santangelo, "but it's not just that category. We want to be everywhere and because of that the company has made major investments in every key segment of the soup business."

While Campbell, which holds that "homemade" soup is its standard, is making an overt bid for the dry soup category, it hasn't ignored its liquid condensed soups, which will soon carry microwave directions on the back label.

Last January Campbell introduced the Home Cook-in' line, with flavors like chicken with broad egg noodles, vegetable, vegetable beef, split pea with ham, minestrone and lentil. Home Cookin' sales are expected to reach $75 million annually once the product is launched nationally, Mr. Santangelo says.

Gold Label Soups, which went national last fall, were modeled after restaurant-style cream soups. Gold Label is a higher quality product than traditional canned soups. In its first year, the Gold Label brand brought in $50 million.

Campbell also plans to have its Golden Classics on the store shelves soon. A non-creamy, upscale soup, in flavors such as chicken with wild rice, cheese pasta tortellini, and sirloin beef with mushrooms, the brand looks promising, Mr. Santangelo says.

And the company continues to test a "Microcup" single serving soup and another brand it calls

Top 10 soup advertisers

($ in thousands)

Company	Ad expenditures 1985	1984	% change
1. Campbell Soup Co.	$43,431.7	$39,153.9	9.8
2. Unilever	25,172.0	20,239.8	19.5
3. Progresso Soups (Odgen Corp.)	6,008.9	2,863.1	52.3
4. Soup Starter Soup Mix (Beatrice Cos.)	2,112.4	2,645.0	(20.1)
5. Knorr Soup Mix (CPC International, Inc.)	1,999.7	421.8	78.9
6. Nissin Food Products	1,691.1	1,746.3	(3.1)
7. Nouvelle Gourmet Soup Mix (Phillip Morris Cos.)	458.0	—	—
8. Snows Canned Soup (Borden Inc.)	316.7	206.4	34.8
9. College Inn Broth (RJR/-Nabisco Industries)	251.1	42.8	82.9
10. Golden Dipt Soup Mixes (DCA Food Industries Inc.)	151.9	—	—

Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Test Marketing Needn't Be a Marathon Event If You Enter the Race with Early MarketCast™

Reaching the finish line of new product testing can be a long haul unless you accelerate your rollout decision with Early MarketCast.

As an overlay to test market programs, EMC provides repeat purchase data *as early as six months into a test*, compared to 12 to 18 months for typical test marketing activities. That's an important element in making "go/no-go" decisions and arriving at an optimum business plan for the product as expediently as possible.

However, Early MarketCast provides manufacturers with the additional benefits of *large sample sizes, cost efficiency* and *flexibility* as an enhancement to test marketing plans. Here's how:

LARGE SAMPLE SIZE: Building a meaningful base of consumers who have tried the product can take five months...or longer. EMC develops a large base of triers *as soon as the product reaches test market.* This procedure precludes the wait for a merely "adequate" base of triers drawn from on-going diary panel households.

COST EFFECTIVENESS: EMC is designed to minimize your test market investment. The elimination of six months of testing obviously will reflect on the bottom line of your product development budget. EMC also allows you to get into national distribution earlier in order to capitalize on the highest seasonal selling periods.

FLEXIBILITY: EMC can be executed in any market, overlaid on any test market design. The EMC procedure is not limited to a particular market, nor is it contingent on a specific research methodology.

If you are interested in streamlining your test marketing efforts for winning decisions, contact your nearest Test Marketing Group office.

Early MarketCast
from The Test Marketing Group of Burke Marketing Services, Inc.

Burke • Chicago 312/782-9717. Cincinnati 513/381-8898
• San Francisco 415/820-7341. Westport 203/226-5400

THE GLOBE'S NOT HERE.

One issue of our Providence Sunday Journal and Providence Journal Bulletin reaches more than 82% of all the adults in our market. The Boston Globe and the Herald deliver less than 8.5% each. So, if you want to talk to the people in Rhode Island and southeastern New England, you want to talk to us. Call Bill Peckham, Manager General Advertising at (401) 277-7172 for our continuing market study. And he'll give you the rest of our story.

Providence Journal-Bulletin

Represented Nationally By Cresmer, Woodward, O'Mara & Ormsbee.
Source: Providence Area Continuing Market Study – 1985.
Daily and Sunday combined net reach.

Cookbook Classics, a premium soup in a sealed bowl that can be popped into the microwave. If that isn't enough, a frozen microwave Soup Du Jour is being tested on the West Coast. If successful, the line will carry eight flavors.

Concurrent with Campbell's entry into the dry soup arena, Lipton brought out its International Classics, a single-serving line of upscale creamy soups. Flavors include lobster bisque, New England clam chowder, cream of asparagus Parisienne, California cream of broccoli and cream of mushroom a la Reine.

Mr. Franke says the single serving line hasn't met expectations. But he rationalizes that the high price—two eight-oz. serving envelopes cost $1.49, whereas Lipton's regular soup costs $1 for two 32-ounce envelopes—and unusual flavors narrow the brand's market.

Officials at both soup companies say they are aggressively marketing to all segments and are not making a special bid for any particular ethnic group. "Some varieties may have ethnic origins, but soup crosses borders," says Mr. Franke. "Minestrone, for example, certainly isn't limited in its appeal to Italians. It long ago entered the mainstream."

Both companies say they are courting the Hispanic consumer, but not with any special varieties of soup. "Hispanics are a growing part of the population we want to reach," says Lipton's Mr. Franke. Campbell produces ads in Spanish in Puerto Rico, which are aired on Spanish tv in the U.S., Mr. Santangelo says.

Both Campbell and Lipton will continue to advertise on tv and in magazines, pushing essentially the same messages that have worked so well. Campbell, which spent $43 million in advertising during 1985, will stick with its tried and true "soup is good food and keeps getting better" slogan. Lipton, which spent an estimated $25 million last year, will stay with its "Nobody makes soup in a cup like Lipton" and "Nothing puts a smile on your face like Lipton."

Mr. Franke won't say what changes, if any, consumers should expect from Lipton in 1987, but he will say the company is setting goals and re-defining its marketing strategies. "Let's just say price-value relationships will be important, especially with our new competitive environment, and we'll continue to concentrate on variety, to cover the dry soup segment as throughly as we can," he says.

Campbell has no plans to give up its 5-year-old "Soup is good food" campaign. But Mr. Santangelo says the company will continue to improve and update its offerings. "Our strategy is and will continue to be to respond to our consumers. They asked for more vegetables in the vegetable soup and they got it. They asked for more Italian flavoring in the Minestrone and they got that. We just plan to keep pleasing," he says.

That kind of bubbly philosophy is what keeps soup boiling hot.

Growing yogurt culture warms sales

By Kim Carter

Manufacturers are feeding on consumers' yen for yogurt.

"The consumer is leading the way," says Jim Glicker, director of marketing for White Plains, N.Y.-based BSN-Gervais Danone, maker of Dannon yogurt. Consumers are the major factor driving today's growing yogurt market and subsequent advertising budgets, he says.

"We haven't seen dramatic effects on market growth because of new entries or big advertising budgets," Mr. Glicker says.

But advertising has increased right along with consumers' desire for a convenient, healthy food. That desire has helped yogurt become one of the biggest and fastest growing categories in the grocery store, accounting for 25% of a grocery store's gross dairy margin.

Yogurt sales reached $1 billion in 1985, up 15% from 1984, according to industry sources. Those sources predict the market will continue to grow 8% to 10% annually for the next decade.

In 1985, consumers ate an estimated 935 million pounds of yogurt, up 11.2% from 841 million pounds in 1984, according to the U.S. Department of Agriculture. The more than 125 brands of yogurt nationwide represent a myriad of choices for consumers and a challenge for marketers fighting for market share and refrigerated shelf space.

"Ten years ago, you could walk into a grocery store and buy either a plain yogurt or one with fruit on the bottom in an 8-oz. container," Mr. Glicker says. Today, Dannon, the No. 1 yogurt marketer in tonnage and market share, sells 11 flavors and combinations of flavors in four-ounce four-packs, 6-oz. cups, 8-oz. cups, 16-oz. cups and 32-oz. containers.

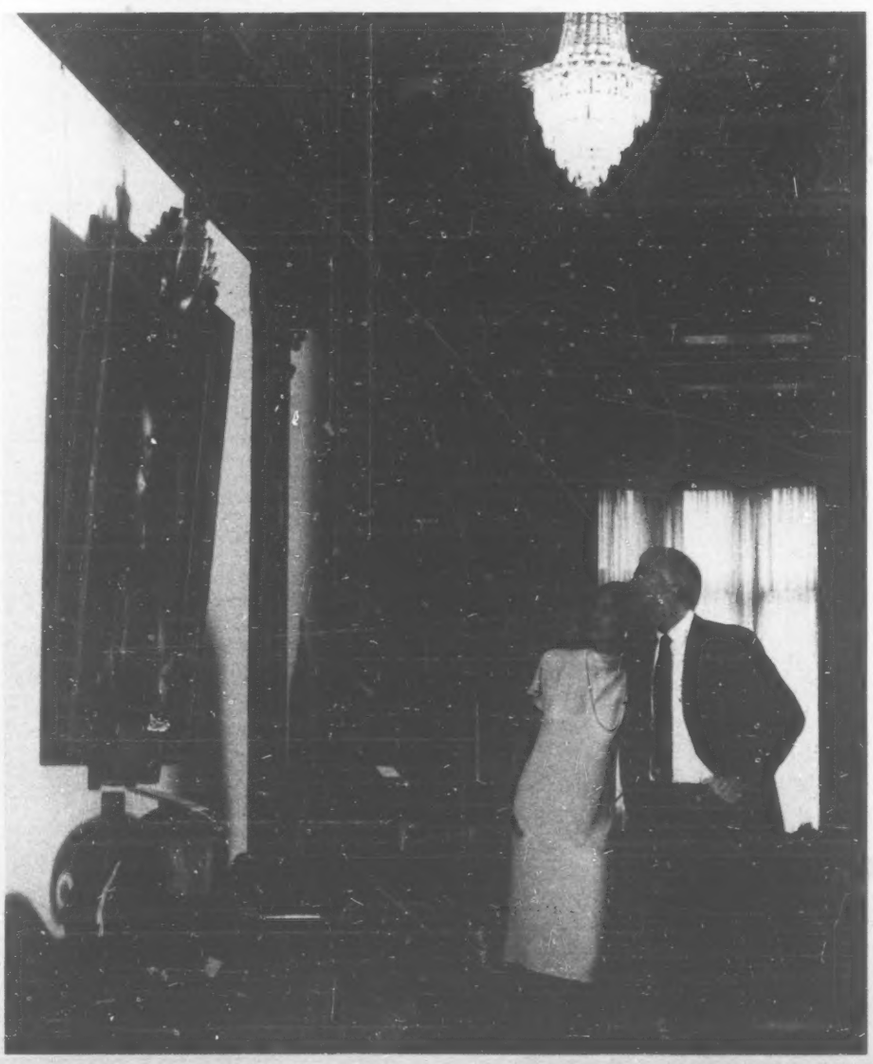
The yogurt market has become so segmented because it is no longer a niche health food, Mr. Glicker says. "Yogurt is viewed as a mainstream food that fits well into today's fast-paced life style," he says.

Sources agree that as consum-

(Continued on Page S-36)

Kim Carter is a reporter for Modern Healthcare, *a Crain Communications Inc. publication.*

How To Influence The Affluents In The Twin Cities.



If you're in the market for a high quality major market, you'll find it in Minneapolis and St. Paul.

Because this area has an awesome number of upscale consumers in proportion to its population.

And the Minneapolis Star and Tribune reaches a high percentage of them daily:

In the ADI, 49% of the Managerial/Professionals. 53% of the college graduates. And 46% of the household incomes above $50,000.

A Twin Cities newspaper buy, anchored by the Star and Tribune, reaches these upper income readers at one of the most efficient CPMs in the country.

And it's getting even better. Because the Star and Tribune has the sixth largest circulation growth rate of the top U.S. daily newspapers.

If you'd like to know more about this lucrative market, we have a wealth of information for you. Just call Thomas J. Whelan, National Sales Manager, at 1-800-328-4674 or write: Minneapolis Star and Tribune, 425 Portland Avenue, Minneapolis, MN 55488.

Represented nationally by Sawyer Ferguson Walker Company Inc., Metropolitan Sunday Newspapers, and in Canada by American Publishers Representatives, Ltd.

Minneapolis STAR Tribune

Yogurt culture growing

(Continued from Page S-35)

ers became more caught up in careers, diet and faster life styles, yogurt's appeal as a nutritious snack has grown.

Yogurt is a good source of calcium and protein and may even have antibiotic and anti-cancer properties, according to Burton Kallman, director of science and technology at the National Nutritional Foods Assn. With that kind of report card, it would seem yogurt couldn't miss.

But 30% to 40% of Americans have never tasted yogurt, according to Dannon's Mr. Glicker.

Explaining that it's difficult for most advertising agencies to overcome the "spoiled milk" image of yogurt, John Hilbrich, account exec for Whitney Foods at Chicago-based Leo Burnett Co., says Dannon's ads have been most successful. With tv, Dannon has been able to entice consumers into desiring the yogurt experience, he says.

Most yogurt competitors are placing the bulk of their money into tv for this reason, Mr. Hilbrich says. "Television lets consumers see yogurt, feel yogurt and taste yogurt through the actor's experience, and this is important because in a recent study of foods that people hate, yogurt ranked third after lima beans and liver," he says.

Dannon introduced Dannon Supreme, Dannon Extra Smooth and Dannon Hearty Nuts & Raisins as a part of the company's plans "to continually segment the market because there is still room for innovation in this category," Mr. Glicker says.

The popularity of Yoplait yogurt's image has contributed to the product's reaching $1 billion in sales in 1985. This ad says, "Big ideas start with little cups."

Trying to penetrate Dannon's strong market position, Yoplait last month introduced YoCreme, a yogurt to be served as an elegant dessert. Described as "having the richness of pudding and the silky texture of a mousse," YoCreme is available in flavors new to the U.S. yogurt market, including cherries jubilee, strawberry romanoff, raspberries with cream, chocolate bavarian and amaretto almond.

Yoplait points to studies showing that despite consumers' concerns about fitness, they still want their just desserts. "YoCreme is certainly special enough to finish off the finest meal. But people also enjoy YoCreme as an anytime snack or a special treat at lunch," says Lisa Rubin, product manager for YoCreme.

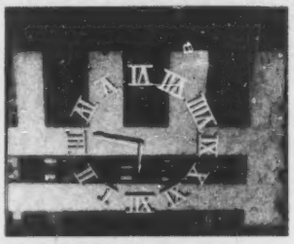
Yoplait may be right on target. An explosion of premium desserts is hitting the marketplace, according to Find/SVP, a New York-based marketing research company. Such desserts, including YoCreme, are expected to reach $1.5 billion in sales by 1990.

As Yoplait revels in its new venture into a premium yogurt product, executives at Kellogg's Whitney Foods are sitting back smiling, watching their competitors finally enter the segment Whitney took by storm when it entered the market in 1982. "Our desire was to produce the best-tasting yogurt in the United States," says Mike L. Wolfe, president of Whitney Foods, which after only four years in the market has a 4% market share.

Mr. Wolfe emphasizes that his company has only one yogurt product on the market—available in 15 flavors, including apples & raisin, coffee, wild berries and pina colada—marketed as a premium yogurt.

The Dannon 8-oz. cup sells for 55 cents, while Whitney's 6-oz. cup costs almost 77 cents, according to Mr. Glicker. But even with the size and price differences, Whitney's managed to capture and maintain a respectable piece of the market and, as Mr. Wolfe says, now it's time for Whitney's to expand into other segments.

Kraft has taken another approach to segmentation by touting two different yogurts: Breyers, a premium yogurt, and Light N' Lively, a yogurt for health and weight conscious consumers.



Dannon has sought to overcome the "spoiled milk image" of its product. Dannon held 26% of the market in 1986.

"The future growth of the yogurt market will be totally driven by consumers' needs," says Tom Herskovits, president of Kraft's dairy group. "We introduced the six-pack when we learned that consumers want convenience. It's easy to pick up the six-pack and take it home."

Kraft is also looking into diversifying its line of yogurt products, Mr. Herskovits says. But Kraft's plans will rest on whether or not the consumer wants a product that deviates from the lunch or snacking niche Breyers and Light N' Lively respectively fill. "If the consumer need is there, you can bet we'll come up with more products that she wants," he says.

If advertising budgets are any indication of how competitive

New kids on the block make big gains

Top 10 yogurt advertisers

($ in thousands)

Company	Ad expenditures 1985	1984	% change
1. General Mills	$15,774	$13,495.6	14.4
2. Dannon (BSN-Gervais Danone)	11,702.4	5,718.8	51.1
3. Dart & Kraft	4,034.6	4,388.6	(8.0)
4. Whitneys (Kellogg)	3,972.5	1,438.8	63.7
5. La Yogurt (Johanna Farms)	1,367.0	1,451.6	(5.8)
6. Colombo	1,285.5	819.3	36.2
7. Knudsen (Winn Enterprises)	1,085.1	—	—
8. Continental Co.	666.9	510.1	23.5
9. Mountain High (Beatrice Cos.)	522.6	37.1	92.9
10. Dean Foods Co.	307.1	334.0	(8.0)

Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Find the Triangle in this Picture

Whether you're looking for the perfect test market or one of the most liveable places in the country for your product or service, North Carolina's Research Triangle newspapers provide the best picture for profitability.

The News and Observer
The Raleigh Times
Durham Morning Herald
THE DURHAM SUN

With one rate/one bill via
Bradshaw
NEWSPAPER SALES

Tollfree # 1-800-221-4596

Yogurt

the yogurt market has become, then yogurt's biggest teams are playing to win in every segment each is trying to capture. Total ad expenditures in 1985 were $43 million, up 46% from 1984, Burnett's Mr. Hilbrich says.

Dannon spent almost $11.7 million in seven measured media in 1985, up 105% from $5.7 million in 1984, according to Leading National Advertisers Class/Brand reports. General Mills spent almost $16 million in 1985 for Yoplait, up 17%; Kraft spent slightly more than $4 million in 1985 for Light N' Lively and Breyers, down 8% from 1984, and Kellogg's spent about $4 million in 1985 on Whitney's, up 176% from $1.4 million in 1984, according to LNA.

Part of the escalating frenzy in yogurt advertising is related to the fact that no longer is there a perfectly defined yogurt consumer. Ten years ago, yogurt was a nutritional staple for a health-concious woman who was always on a diet. Not so today.

Today, 60% of yogurt eaters are women, are between 18 and 49 years old and are college-educated professionals, according to Mr. Glicker, who adds that a new generation of children under 12 is eating yogurt as an alternative to sweets.

Most of the big yogurt players admitted they are targeting their campaigns to men, women and children in all walks of life.

The "Dannon is yogurt" tv campaign, handled by New York-based HCM, includes a businessman lunching, a father and child eating the convenient four-pack and a working woman running, Mr. Glicker says.

The present campaign is a far cry from the previous "Get a Dannon body.". Dannon has strayed slightly from health and fitness in its campaigns, Mr. Glicker explains, saying consumers are aware of yogurt's health benefits. "Now it's time to show consumers its other [benefits]."

"We have the largest ad budget in 1986," he says. "Yoplait's attempt to overtake us has fallen to hard times, so while they're decreasing their budget this year, we'll probably be up around $18 million."

Dannon uses newspaper advertising for couponing, radio in California and magazine, which accounts for 10% of the ad budget for each Dannon product, Mr. Glicker says.

Whitney's ad approach is less experiential than Dannon's. Whitney's uses only tv and true-to-life type characters who are crazy about the product, according to Mr. Hilbrich.

"Whitney's doesn't play up the convenience or health factors in its advertising because being a premium-priced dessert yogurt, these factors aren't major product benefits," he says.

Convenience and price are a major part of the advertising campaigns being run now for Kraft's Light N' Lively. The ads, handled by Geers Gross Advertising, New York, play up the convenience factor of the six-pack. Kraft also touts the nutritional aspects of the product by showing people that Light N' Lively has fewer calories than other fruit yogurts.

The message to consumers is that there is or will be a yogurt for every occasion. The clear message to marketers is that there is money yet t · be made selling yogurt.

Will plastic sack paper in checkout counter war?

By Kari E. Super

Jeanne Bakelar is telling supermarket managers that they can bag their use of plastic . . . bags, that is.

Ms. Bakelar and a couple thousand of her friends, all of them members of the General Federation of Womens Clubs, Washington, in June mounted a two-year national letter-writing campaign thanking supermarket managers for allowing their customers to take home groceries in paper sacks instead of plastic bags.

"Consumers have a choice and we have a voice," Ms. Bakelar says. "We tell them we like paper."

Check-out counters nationwide are the battleground of a silent war raging between plastic and paper bag manufacturers. Both sides are claiming victory, or, at least, not admitting defeat.

"Our major concern is what effect plastic bags have on the environment," says Ms. Bakelar, a resident of New Jersey. Plastic is not biodegradable, and that worries members of the federation.

"We feel that a lot of the stores are testing plastic," she says.

"They're finding out now you have to use two to three times the number of bags when you use plastic."

And plastic bags "flop" all over the place, resulting in damaged groceries, Ms. Bakelar adds.

Last year, one out of every four sacks leaving the checkout counter was made of plastic, accounting for about $132 million of an industry-wide annual $600 million sack market, estimates Ronald Schmieder, marketing manager for plastic grocery sacks at Mobile Chemical Co., Rochester, N.Y. and a member of the Plastic Grocery Sack Council of the Flexible Packaging Assn., Washington. This year, plastic accounts for 30% of the market, and one of every two sacks carrying groceries will be plastic by 1988, Mr. Schmieder projects.

This year, plastic accounts for 30% of the market, and one of every two sacks . . . will be plastic by 1988 . . . .

Proponents of plastic list its strength, reusability and economy of space when discussing plastic vs. paper.

Plastic sacks hold about 25 lbs. of groceries, or about 5 lbs. more than paper, without tearing, says Jeffery S. Siebenaller, the council's vice chairman and director of sales for American Hoechst Corp., Pasadena, Cal., a plastics manufacturer.

Unlike paper, plastic bags perform double duty for wet storage as garbage liners and protective plant covers, he adds.

And plastic adds stability to waste-disposal landfills, Mr. Siebenaller says. Plastic incineration is no more harmful to the atmosphere than burning grass, he says.

Indoors, plastic bags save supermarkets money in shipping and storage costs, and shoppers like their convenient carrying handles, Mr. Siebenaller says. Plastic bags are one-sixth the

(Continued on Page S-38)

There's no business like the mature market business!

86% of our readers buy breakfast cereal, 52% buy sugar substitutes, and 56% buy regular grind coffee.

50 plus

850 THIRD AVE. • NEW YORK, NY 10022 • (212) 715-2781

Give them what they need to advertise your products — the Kwikee® Illustration System!

Retail advertisers need...

- top-quality, brand-name product art in a variety of sizes
- easy-to-use, camera-ready illustrations

Manufacturers need...

- distribution of their ad materials at the retail level
- proof that the product illustrations are used

The Kwikee Illustration System provides...

- over 50,000 product illustrations for over 490 major manufacturers; over 2,150 pages of product illustrations.
- FREE replacement pages for a year
- distribution to retail advertising departments nationwide and all daily and key weekly newspapers
- documented research showing exactly how often a manufacturer's Kwikee Illustration System product art is used

The Kwikee Illustration System — the leader in product illustrations for over 40 years!

Let's talk about putting your product illustrations where they belong, starting with the Kwikee Illustration System.

(800) 447-1950; in Illinois, (800) 322-3941. No obligation. Just a great opportunity.

KWIKEE® ILLUSTRATION SYSTEM

1720 W. Detweiller Drive • Peoria, Illinois 61615

Plastic vs. paper bags

(Continued from Page S-37)
weight of paper bags and take one-sixth of the storage area.

A supermarket chain with at least 66 stores using from 2 million to 3.5 million bags per week can save from between $4,000 to $14,000 in that time period, or between $60 and $212 per store, Mr. Schmieder estimates.

But those cost figures aren't entirely correct, charges David Carleton, manager of the Kraft paper and packaging division of the American Paper Institute, New York.

"We try to get the stores to see the total costs," says Sam Posner, vp-retail packaging at Stone Container Corp., Chicago, and a paper institute member.

Purchasing costs don't include labor costs at the check-out counter, a big bagging expense, Mr. Carleton says. Because paper is packed more quickly than plastic and fewer bags are used, paper saves supermarkets 30% of the total cost of bagging at the checkout counter, he says. And paper retains its shape, allowing the bags to hold 20% more groceries than plastic, thus cutting down on the number used, he says.

Mr. Carleton points to studies that show the average single retailer can save $314 per week or $16,000 per year by using paper, not to mention that paper is biodegradable. Paper bags have their secondary uses, too. They double as bird cage liners, book covers and Halloween masks, Mr. Carleton says.

With plastic, "the issue is this —does one always pack out the plastic sack correctly?" Mr. Siebenaller says. On average, when filled properly "the amount of sacks required is the same as paper," he says.

Grocery checkers just haven't been trained on the proper way to pack a sack.

Meanwhile, paper bags still maintain 88% to 90% of the grocery sack market, according to the paper institute's figures. Few stores offer only plastic sacks and most offer both, accounting for some overlap in percentage figures. Mr. Posner admits, however, that plastic is sliding into the market.

"We haven't lost our core business, but we're losing the growth business," he says. He conservatively estimates plastic has 12% of the grocery sack market.

Rising paper prices, however, might change the packaging outlook next year. In 1985, paper prices increased costs, making each bag about 1 cent more expensive than an equivalent plastic sack, according to Mr. Posner. Paper prices may increase further, and 1987 will be the year plastic "has it's best run" on paper's share of the market, he adds.

"It's up to us to defend ourselves by promoting the paper bag. If we don't, the plastic industry will eat our lunch."

What's a shopper to do?

"Oftentimes what they [customers] do is ask for a paper sack inside the plastic," says Mary Ellen Gowin, director of consumer and public affairs for Wakefern Food Corp., Elizabeth, N.J., wholesaler for ShopRite, a 180-member grocery store cooperative operating in six northeastern states. "That doesn't save any money for the store," she laments. ShopRite retailers generally offer customers a choice between paper and plastic bags, Ms. Gowin says.

Customers who shop in stores in urban areas like plastic because the sacks are easy to tote on the cross-town bus, Ms. Gowin says. "But we find by and large that people prefer paper. Since paper holds more, it's less trips to the car."

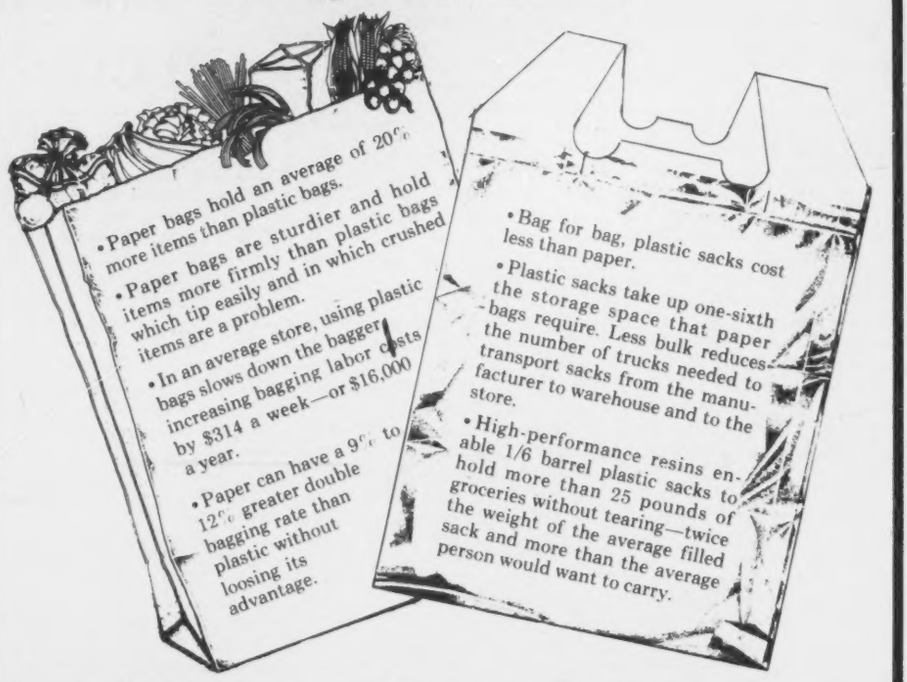
As far as Wakefern's future purchases of packaging goes, the company is "still determining" the costs and benefits of plastic vs. paper, she says.

The plastic council's Mr. Schmieder says there are no figures on how many stores are offering both plastic and paper. Mr. Carleton doesn't have those figures either, but he says supermarkets now realize that they need to offer both because there are customers who will demand and shop at the stores that offer paper.

"What you've got here is an evolutionary state [from paper to plastic]," Mr. Schmieder says. Because of customers who request paper, no store will ever offer only plastic, he says.

"It's hard to say what the real [consumer] preference is," Mr. Siebenaller says. "It's a mixed bag."

The grocery bag battle


• Paper bags hold an average of 20% more items than plastic bags.
• Paper bags are sturdier and hold items more firmly than plastic bags which tip easily and in which crushed items are a problem.
• In an average store, using plastic bags slows down the bagger, increasing bagging labor costs by $314 a week—or $16,000 a year.
• Paper can have a 9% to 12% greater double bagging rate than plastic without loosing its advantage.
• Bag for bag, plastic sacks cost less than paper.
• Plastic sacks take up one-sixth the storage space that paper bags require. Less bulk reduces the number of trucks needed to transport sacks from the manufacturer to warehouse and to the store.
• High-performance resins enable 1/6 barrel plastic sacks to hold more than 25 pounds of groceries without tearing—twice the weight of the average filled sack and more than the average person would want to carry.

Source: Plastic Sack Grocery Council, American Paper Institute, Case and Co., Cresap, McCormick and Paget

SHELF SPACE

How does shelf space stack up against newspaper space in Syracuse? Put one food advertisement in The Syracuse Newspapers and you put your product in front of 341,000 adults every day.

Syracuse spends $3,374 per household on food, while the average market spends $3,115. Last year, that totaled nearly $900 million worth of groceries and food items in our market.

We'll show you how The Syracuse Newspapers reach this profitable market. For more information, write: Research & Promotion Dept., The Syracuse Newspapers, Syracuse, NY 13221 — or call Carl Sweeney (315)470-2073.

The Syracuse Newspapers

Herald-Journal Herald American The Post-Standard

Represented Nationally by Newhouse Newspapers

CANNED FRUIT*

*If canned fruits are part of your private label program...

Then you probably rely on rush-rush sales calls in the buyer's office to market your products. Here's a better way. Learn about PLMA's 1986 Private Label Trade Show.

- 500 Exhibit Booths of Major Food and Non-Food Suppliers
- Over 1,000 Retail Buyers

Don't depend on appointments in the buyer's office. Get more facts and a free registration kit. Write PLMA, 41 East 42nd Street, New York 10017, or call Roberta Friedman at (212) 972-3131.

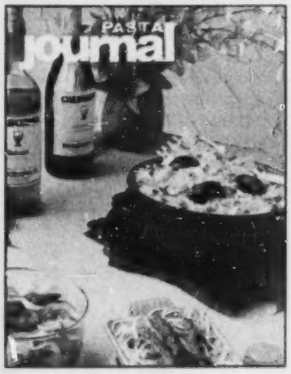
PLMA's 1986 Salute to Excellence

November 16-19 Chicago

Pasta lovers add sauce to food marketers' sales

By Pat Gray Thomas

Say "pasta" and people smile. Anyone marketing this "ultimate comfort food" —it's good for dieting, depression or celebration-has good reason to be happy. Long identified with Italy though Marco



The National Pasta Assn., publisher of the *Pasta Journal*, says 1986 retail sales will better last year's increase.

Polo brought it back from China, pasta has become an American favorite. It continues to grow in popularity as the "food of the '80s," says Helen Sullivan, vp, and pr exec for the National Pasta Assn., at Henry J. Kaufman & Associates, Washington.

U.S. annual per capita consumption of about 12 lbs. of pasta in 1985 increased retail sales by 6.4% over 1984. Sales in 1986 are expected to surpass that figure, says Joe Lichtenberg, president, the National Pasta Assn., Arlington, Va.

Americans might approach the 65 lbs. per capita consumption in Italy, if FIND/SVP, the New York-based research company, is correct in estimating an increase in pasta volume to 3.3 billion lbs. and $1.6 billion (in manufacturers' dollars) in 1990, from the 2.6 billion lbs., $1.3 billion in 1985.

Retail sales for that old mainstay spaghetti, which commands more than 20% of the category, were down 2.1% according to Stamford, Conn.-based *Progressive Grocer*. However, it's the new pasta shapes, colors, sauces, entrees and salads that are creating excitement and alternatives for consumers and marketers.

America's heightened awareness of fitness and diet has led to a demand for convenient, nutritious, versatile foods. And nutrient-packed pasta in the 30 best-selling shapes of the approximately 100 made in the U.S.—NPA's pasta data reports 600 known shapes—is surfacing as a primary ingredient in today's fast and fit life styles. Consumer demand for convenience and awareness of complex carbohydrates are important factors for pasta marketers.

Major food companies are testing new lines of sauces (an annual $847 million business), dry pasta and various assortments of Italian dishes. Small family-owned, regionally popular pasta makers are selling out to major companies.

Italian dishes, always a primary ethnic menu in the U.S., have become major segments of most frozen entree lines. Frozen lasagna sales, for example, increased 66% in 1985 according to a Market Research Corp. of America, Stamford, Conn., study.

Because of growth throughout the $1.8 billion Italian cuisine market—1985 sales were up 9% over 1984—Pet Inc., St. Louis, is testing a 30-item line of exotic dry pastas, sauces, desserts and bread crumbs in April. Called Italian Market and packaged in glass jars and cans, all are "heat and eat" and many can be prepared in a microwave oven. In developing the line, Pet created more than 100 recipes that take 25 minutes or less in standard cooking procedure.

Italian Market is targeted to a sophisticated consumer interested in authentic Italian cuisine. Advertising, created by Bozell, Jacobs, Kenyon & Eckhardt, New York, started in June in Wichita and Kansas City, Kan.

The print, tv, free- standing inserts and point-of- sale campaign will run at least six months, says James Matson, president of the Grocery Group.

A national rollout date has not been determined.

Other new pasta and related products from Lowell, Mass.-based Prince Co. are being tested in Albany, N.Y. and limited supermarkets in several major cities across the country.

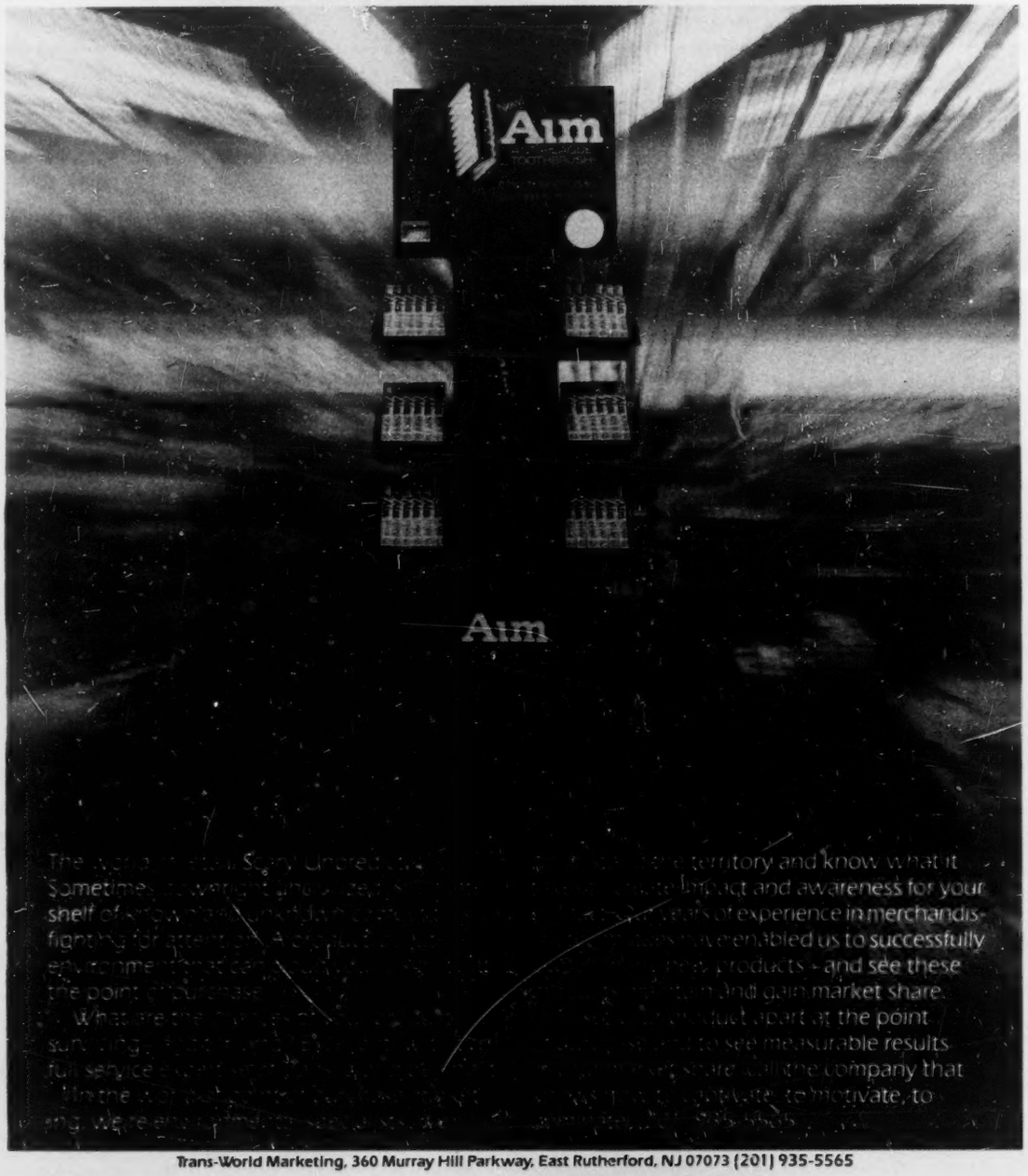
Prince employes saw pasta becoming chic in restaurants and convinced president Joe Pellegrino that it was the time to introduce several of his favorite pasta recipes to the public. The President's Silver Award Pasta is positioned to battle the high-priced imports and appeal to "Any consumer interested in gourmet pasta to make at home," according to the tag line on print and tv ads starting in Albany in early October.

Prince also is marketing an All-Natural Pasta made with torula yeast, and Classico, shelf stable gourmet sauces, each deriving from a different Italian region.

Depending on consumer response to Silver Award's testing and rollout it could be the first

(Continued on Page S-40)

DOMINATE THE RETAIL ENVIRONMENT.



Trans-World Marketing, 360 Murray Hill Parkway, East Rutherford, NJ 07073 (201) 935-5565

TRANS WORLD

Pasta lovers add sauce

(Continued from Page S-39)
national pasta brand. "It may go national," says Tina Freeman, director of marketing at Prince, "but not for the rollout."

(There is not a single national pasta brand available in the U.S.; Borden Inc.'s Creamettes, selling in 48 markets, comes closest to filling that spot.)

All food industry marketers are watching delicatessen-prepared pasta sales, particularly in Chicago, where the concept was born and continues to grow, says Tony Adams, director-marketing research and planning at Campbell Soup Co, Camden, N.J.

Unfortunately the "grab and go" segment is hard to measure, so numbers are not available, "but they are coming," he says.

From small regional dry pasta marketers and food industry conglomerates to designers such as Paul Harris with earrings in exotic pasta shapes and other pasta pictures splashed across his apparel, plain pasta has arrived in an array of inventive variations.

Skinner's Lone Star Pasta, from Hershey Pasta Group, is an exotic- shaped big seller.

Lone Star Pasta, part of the Texas sesquicentennial celebration, is an exotic big seller for Hershey Pasta Group's, Omaha-based Skinner Co.

The original product, in the shape of Texas, with "150" printed in color in the center, increased pasta volume growth in major Texas markets by 20%, says Mark Andersen, director of marketing for Skinner.

The shape and future of the pasta industry is heavily influenced by the three leading pasta marketers: Hershey with a 17% market share in 1985; Best Food's Mueller brand with 15.6%, and Borden with 15%. All are adding companies and products, further changing the business from small regional, family-owned operations to a corporate-run, lifestyle responsive industry.

Only half of the pasta market is seen in groceries, with the remainder accounted for in the food service industry and institutional facilities, according to the NPA.

An untapped part of the pasta market is the "... away-from-home segment," says David Fencl, MRCA's editor-special topics and reports.

Usually restaurants lead the home market by several years. However, while going out to eat is a part of the average weekly household routine—17% of all dinners and 23% of lunches are eaten out—"only 8% of pasta dishes are consumed outside the home," Mr. Fencl says.

Another undersold segment is the over-40 population. "They may be pasta-ed out," Mr. Fencl says. Pasta marketers need "a way to tap the growing number of kidless and one-person households," he says.

As pasta marketers increase company size and products, as segmentation expands and waiting markets are tapped, as pasta gains greater recognition for its health benefits, industry experts will continue to predict further growth.

"Real men may not eat quiche, but everyone loves pasta," says Hugh Symons, vp-research and technical services, American Frozen Food Institute, McLean, Va.

Pasta ad spending on the rise

Top 10 pasta advertisers

($ in thousands)

Company	Ad expenditures 1985	1984	%change
1. American Home Products	$16,726.3	$14,790.3	11.5
2. Dart & Kraft	13,611.6	12,196.8	10.3
3. Golden Grain Macaroni Co.	3,609.1	4,295.1	(15.9)
4. Franco-American (Campbell Soup Co.)	3,056.3	9,156.3	(66.6)
5. Ronzoni (Phillip Morris Cos.)	3,019.9	1,957.6	34.5
6. Lipton (Unilever)	3,053.8	2,142.4	29.8
7. Muellers (CPC International)	1,729.2	1,617.8	6.4
8. Hershey Foods Corp.	1,539.0	1,017.8	33.8
9. Prince Co.	595.1	711.2	(16.3)
10. Borden Inc.	323.0	445.6	(445.6)

Source: 1985 and 1984 Leading National Advertisers Class/Brands reports.

Changing times

(Continued from Page S-1)
Good Housekeeping study published in July. And of those who do not own a microwave, 45.5% say they plan to purchase one.

"More and more women are using [microwaves] to cook, as opposed to reheating and defrosting," says Carolyn Craig, associate manager of consumer research at *Good Housekeeping*, New York.

"We've also found that more and more men are willing to use the microwave than the conventional oven."

According to a *Good Housekeeping* study of 200 women with at least one child at home, mothers are still the primary users of microwaves, accounting for 78.6% of usage time. Children use microwaves 13.1% of the time, followed by men who are responsible for 6.9% of microwave usage.

And 69.7% of the time, microwaves are used for reheating, according to *Good Housekeeping*, followed by cooking vegetables 10.3% of the time.

Although 77% of families eat dinner together "always" or "usually," they prepare less of that food at home, according to the Food Marketing Institute, Washington. When they bring prepared food home, they buy only 10% in the carry-out section of the supermarket. Of the remainder, they buy 43% in a fast food store and 38% in the carry-out section of a restaurant.

To compete with all the out-of-home meals and to satisfy the need for convenience products, Buena Park, Cal.-based Lucky Stores Co. will have nearly 100 departments in each store by the end of this year, including delis and bakeries, says Dick Fredericksen, vp director of marketing for Lucky Stores Southern Foods Division. Lucky also is increasing the size of its produce departments and moving them closer to the front of the store to increase sales.

The produce and refrigerated foods departments are the fastest growing sections of the supermarket, according to Jim Moran, director of public relations for Camden, N.J.-based Campbell Soup Co. "People like interesting foods like soup, salads and sauces," he says. Campbell is marketing products in all three categories in the refrigerated case of the supermarket. The appeal is freshness, Mr. Moran says.

Beef sales' decline—mainly a result of the buying habits of diet and health-conscious consumers—led Lucky's 233 stores to install European-style fresh fish counters, Mr. Fredericksen says.

Because shoppers are spending less time in the store, Lucky redecorated many of its stores to make them more pleasant and contemporary. "Time is much more precious," he says.

Stores have always been designed so traffic flow gets maximum exposure to the maximum number of products. "We try to merchandise every nook that we can without making the store look cluttered," Mr. Fredericksen says.

But supermarkets have to contend with more than just faster shoppers eating out more often: They have to find room for about 2,200 new products each year.

Lucky's buyers meet once a week to decide which new products to carry, Mr. Fredericksen says. As a result, the stores stop carrying some lines.

"There are probably more products that are introduced today than are good for the industry," he says. "We have to protect ourselves by making sure we discontinue products that have slowed."

> ***"There are probably more products that are introduced today than are good for the industry."***
>
> **Dick Fredericksen**
> **Lucky Stores**
> **Southern Foods Division**

Refrigerated shelf space may be the store area hardest hit by new products.

"In our newer stores, we have more refrigerated shelf space," Mr. Fredericksen says. "But older stores can be a problem."

Regardless of where they shop, however, consumers want easy access to convenient foods. And, as long as consumers want to buy them, new convenience foods will appear in stores weekly.

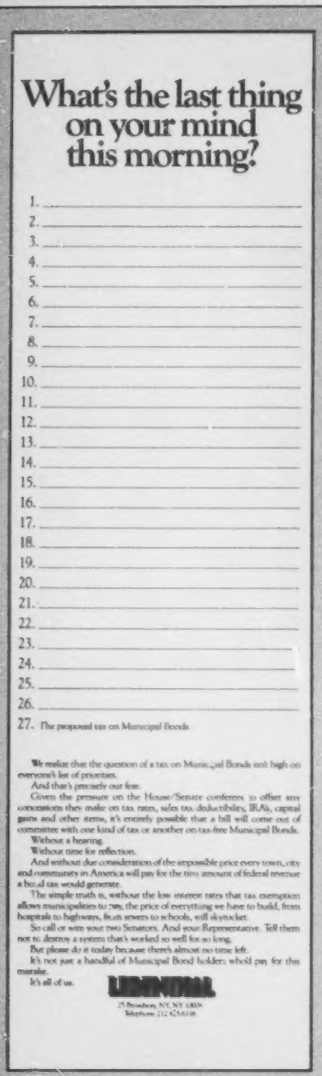
Assistant editor Kevin Brown coordinated this report on Grocery Marketing.

Coming

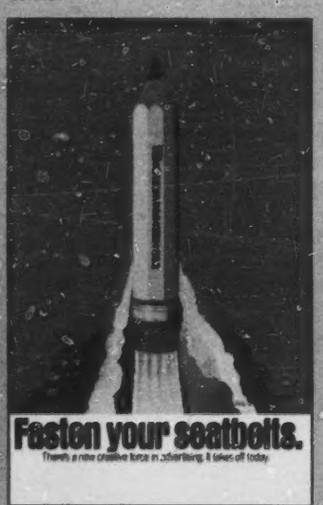
Next week Advertising Age's Special Report will focus on **California.**

TIMES
MARKET
PENETRATION
New Hampshire
TIMES
324 Commercial Street
Manchester, NH 03101
(603) 622-8787
NH Toll Free 1-800-852-3363
Don't be stonewalled.
Why settle for 51% of your foot in the door with five local dailies when you can walk right into all 282,000 homes once a week — with New Hampshire Times? Now you can burst onto the scene with 100% of the state's four most affluent counties.
Buy it all and we'll deliver you a Top 50 market — 75% of the state of New Hampshire. Or target any of seven zoned markets — Manchester, Nashua, the Seacoast; Hillsborough, Merrimack, Rockingham, and Strafford Counties — for just the reach you need.
What's more, the Times is a very welcome household addition . . . with four-color cover and interior sections plus hard-hitting reportage, delivered promptly every Wednesday. It's a high-quality news vehicle with absolutely total market coverage.
Get with the Times . . . and nothing will stand between you and one of the nation's most explosive markets.

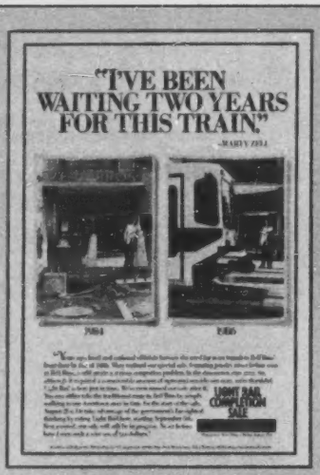
BEST OF PRESS


What's the last thing on your mind this morning?
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.
21.
22.
23.
24.
25.
26.
27. The proposed tax on Municipal Bonds.
We realize that the question of a tax on Municipal Bonds isn't high on everyone's list of priorities.
And that's precisely our fear.
Given the pressure on the House/Senate conferees to offset any concessions they make on tax rates, sales tax deductibility, IRAs, capital gains and other items, it's entirely possible that a bill will come out of committee with one kind of tax or another on tax-free Municipal Bonds.
Without a hearing.
Without time for reflection.
And without due consideration of the impossible price every town, city and community in America will pay for the tiny amount of federal revenue a bond tax would generate.
The simple truth is, without the low interest rates that tax exemption allows municipalities to run, the price of everything we have to build, from hospitals to highways, from sewers to schools, will skyrocket.
So call or write your two Senators. And your Representative. Tell them not to destroy a system that's worked so well for so long.
But please do it today because there's almost no time left.
It's not just a handful of Municipal Bond holders who'll pay for this mistake.
It's all of us.
LEBENTHAL

This ad for Lebenthal municipal bond brokers is a good example of a new genre of ads that uses the appearance of reader participation to make a point. No one is expected to fill in blanks 1 through 26, but the blanks draw the reader's attention to the 27th line, where the point is made. The ad was the first created by the new shop, Grace & Rothschild, New York. Art director: Roy Grace; copywriter: Diane Rothschild.

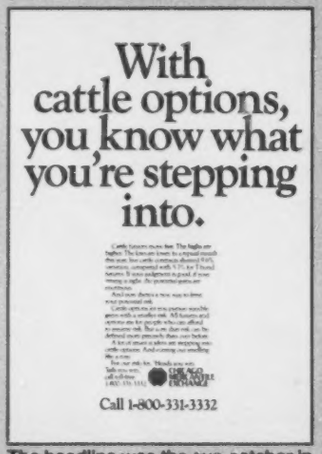


This ad uses color and a Milton Glaser original to officially launch DDB Needham Worldwide. Art director: Michele Farnum; copywriter: Perri Feuer; illustrator: Milton Glaser.



Zell Bros., a Portland, Ore.-based retailer, made "light" of a bad situation with this ad (l.) for a sale celebrating the completion of Portland's new downtown light rail line and the end to the upheaval caused by construction. The copy in the ad, via Borders, Perrin & Norrander, is hilarious. Creative director: Bill Borders; art director: Terry Schneider; copywriter: Dave Newman; photographer: Jim Piper.

Best of Press selections are made by Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work.



The headline was the eye-catcher in this ad for the Chicago Mercantile Exchange, via Grey Advertising, Chicago. It shows that even when advertising a product as arcane as cattle futures, an agency can be creative. Creative director: Mickey Brazeal; copywriter: Connie Shirakawa; art director: Karl Anderson.

The copy backs off the claim in the headline in this ad for Toledo, O.-based Owens-Corning Fiberglas Corp., via Ogilvy & Mather, New York, but there's no turning past this ad without giving it a good, strong glance. Creative director and art director: Ross Sutherland; copywriter: David Apicella.

VIRGO
Virgo: Precise, serious, dependable, inquisitive. Famous Virgo personalities include the serious William Howard Taft, the dependable Lafayette, and the very precise James Fenimore Cooper, who, after writing The Last of the Mohicans, was almost sidelined for libel.
BAILEYS ORIGINAL IRISH CREAM: TO KNOW IT, IS TO LOVE IT.
BAILEYS

We chose this ad (r.), one of a monthly series for Baileys Original Irish Cream liqueur from Fort Lee, N.J.-based Paddington Corp., because it demonstrates that a well conceived color ad can be reproduced effectively in the newspaper medium. Backer & Spielvogel, New York, created the ad. Creative director: Roger Feuerman; copywriters: Mark Mocarski, Mike McGovern; art director: Nadine Appel.

FLASH REPORT: Newspaper advertising investment for July

July 1986	IN 100 THOUSANDS / IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1986	1985	ACTUAL $ GOR L	% GOR L
Amusements	1986	$35,443,900	$28,535,511	+6,908,389	+24.2
	1985				
Computer stores & supplies	1986	3,952,547	3,657,112	+295,435	+8.1
	1985				
Department stores	1986	62,652,375	55,096,666	+7,563,709	+13.7
	1985				
Food stores	1986	30,149,840	26,279,204	+3,870,436	+14.7
	1985				
Radio, tv, phonographs, records	1986	17,704,294	15,220,952	+2,483,342	+16.3
	1985				
General merchandise stores	1986	29,108,805	26,186,191	+2,922,614	+11.2
	1985				
Alcoholic beverages	1986	1,990,278	1,665,598	+324,680	+19.5
	1985				
Cameras, photo supplies & services	1986	417,983	457,831	−39,848	−8.7
	1985				
Computers, equipment & services	1986	1,020,398	1,320,206	−299,808	−22.7
	1985				
Public service utilities & communications	1986	4,030,795	4,417,501	−386,706	−8.8
	1985				
Publishing & media	1986	7,382,755	6,398,734	+984,021	+15.1
	1985				
Cigarets	1986	3,257,602	4,475,191	−1,217,589	−27.2
	1985				
Airlines	1986	9,424,381	8,433,300	+991,081	+11.8
	1985				
Passenger cars-new	1986	17,706,571	13,742,737	+3,963,834	+28.8
	1985				
Banks & trust companies	1986	5,870,084	4,893,090	+776,994	+15.9
	1985				
Stock, bond & investment houses	1986	1,575,554	1,719,375	−143,821	−8.4
	1985				

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Car makers pace ad gains

New York—Advertiser spending in newspapers in 15 major markets hit $231.4 million in July, up 14.3% over the same month in 1985, according to the Advertising Age Flash Report prepared by Media Records. Spending increased in 11 of 16 measured categories.

Spending by auto makers, dealers and dealer associations for new cars led in percentage gains, with a 28.8% jump to $17.7 million. The highest dollar volume gainer was department stores, up 13.7% to $62.6 million.

Other gainers included amusements, up 24.2% to $35.4 million; computer stores & supplies, up 8.1% to $3.9 million; food stores, up 14.7% to $30.1 million; radio-tv-phonographs-records, up 16.3% to $17.7 million; general merchandise stores, up 11.2% to $29.1 million; alcoholic beverages, up 19.5% to $2 million; publishing & media, up 15.1% to $7.4 million; airlines, up 11.8% to $9.4 million, and banks, up 15.9% to $5.7 million.

Among the categories posting losses were cameras, photo supplies and services, down 8.7% to $417,983; computers, equipment and services, down 22.7% to $1 million; public service utilities & communications, down 8.8% to $4 million; cigarets, off 27.2% to $3.3 million, and stock bond and investment houses, down 8.4% to $1.6 million.

The Flash Report is based on SAU inch measurements of 29 daily and 23 Sunday newspapers in 15 major markets.#

Ad pages in farm publications for 9 months, 1986-85

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	July-Sept. 1986	July-Sept. 1985	Jan.-Sept. 1986	Jan.-Sept. 1985
— Canadian —				
Country Guide:	—	—	—	—
Eastern Edition	99.7	102.3	355.3	381.5
National Edition	150.2	200.9	598.4	741.4
Western Edition	101.1	128.3	419.5	496.9
Le Bulletin des Agriculteurs	140.5	205.0	546.0	610.0
Total Group	491.5	636.5	1,919.2	2,229.8
% change		+ 22.8%		+ 13.9%
— Dairy & livestock —				
Beef Magazine A.	—	—	—	—
Beefweek	181.9	220.0	382.4	487.5
The Cattleman	232.4	281.5	776.5	953.8
Dairy	66.0	70.2	222.1	226.5
Dairy Herd Management	33.2	49.4	117.1	197.7
Drovers Journal (52X) A.	230.9	301.0	563.4	722.6
Feedlot Management	32.6	55.0	98.9	162.8
Florida Cattleman	182.6	213.5	556.3	630.5
Hoards Dairyman (23X) A.	121.2	147.3	419.1	532.3
Hog Farm Management	28.2	24.6	96.0	113.9
The Hog Producer	25.2	15.3	68.5	47.3
National Hog Farmer	116.3	117.3	472.3	444.6
Pork '86	84.5	76.8	319.8	289.0
Southern Beef Producer (8X)	—	—	—	—
Sunbelt Dairyman (6X)	—	—	—	—
Western Livestock Reporter	—	—	—	—
Total Group	1,338.0	1,571.9	4,092.4	4,808.5
% change		+ 15.1%		+ 14.9%
— Fruit & vegetable —				
American Fruit Grower	85.1	106.9	377.3	409.7
American Vegetable Grower	160.9	161.5	462.1	476.1
Citrus & Vegetable	147.9	146.8	438.5	442.4
The Grower	58.5	53.6	226.7	232.7
Total Group	452.5	468.7	1,504.5	1,560.9
% change		+ 3.5%		+ 3.6%
— General farm publications —				
American Agriculturalist	45.9	57.6	187.9	225.2
Farm Futures	17.0	27.5	323.2	297.0
Farm Industry News (10X)	—	—	—	—
Farm Journal Inc.:				
Beef Extra (11X)	15.6	18.2	76.8	63.5
Dairy Extra (11X)	32.2	26.7	146.1	67.5
Farm Journal (14X)	47.3	62.5	432.0	493.5
Hog Extra (10X)	31.8	29.3	111.4	59.6
Top Producer	19.7	22.3	129.1	128.0
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman (12X)	42.1	29.4	144.7	136.4
Texas Farmer-Stockman (12X)	33.5	19.0	134.2	108.8
Florida Grower & Rancher	67.4	86.2	241.4	249.8
Harvest Publishing Unit:				
Kansas Farmer (16X)	65.9	94.6	360.6	428.0
Michigan Farmer (16X)	91.3	141.2	362.7	468.3
Missouri Ruralist (16X)	65.4	106.4	415.0	500.3
Ohio Farmer (16X)	105.7	160.3	442.5	606.2
Pennsylvania Farmer (16X)	84.7	102.7	320.6	393.9
High Plains Journal:				
Colorado	425.6	509.0	1,426.6	1,555.2
Eastern Kansas (52X)	417.8	517.4	1,397.7	1,587.2
Nebraska	404.5	488.8	1,356.9	1,518.0
Oklahoma-Texas	433.3	530.9	1,402.6	1,604.2
Western Kansas	459.5	552.5	1,545.9	1,715.2
Irrigation Age (10X) A.	21.0	25.6	120.3	136.2
Kentucky Farmer	31.2	36.3	204.4	221.5
Lancaster Farming (52X)	1,607.9	1,346.5	5,128.7	4,378.0
Midwest Unit:				
The Farmer (24X)	140.9	172.6	612.2	737.6
Nebraska Farmer (24X)	195.2	254.7	761.9	923.5
Prairie Farmer (24X) A.	166.5	245.4	672.5	894.9
Indiana Edition (24X)	157.3	262.9	643.4	878.3
Wallaces Farmer (24X) A.	145.7	169.9	545.2	745.1
Wisconsin Agriculturalist (24X)	112.2	138.3	406.0	512.0
Pecan South (6X)	18.8	34.8	64.6	64.5
Progressive Farmer A.	89.6	102.6	498.5	525.4
Specialized Agricultural Publications:				
Coastal Plains Farmer	6.3	6.5	86.4	80.3
Flue Cured Tobacco Farmer	—	—	76.7	76.1
Peanut Farmer (8X)	6.8	10.5	94.6	85.9
Successful Farming A.	54.4	76.3	444.3	483.2
Tennessee Farmer	19.5	22.5	111.5	121.9
Western Unit Farm Magazines:				
Colorado Rancher & Farmer (14X)	66.9	54.5	243.7	250.1
Western Farmer-Stockman Magazines:				
Ariz. Farmer-Stockman (12X)	48.3	46.0	171.6	188.3
Idaho Farmer-Stockman (20X)	70.0	72.7	357.4	387.8
Mont. Farmer-Stockman (20X)	92.1	122.6	484.3	607.7
Ore. Farmer-Stockman (20X)	55.6	63.9	273.7	317.2
Utah Farmer-Stockman (20X)	46.1	60.1	212.7	293.6
Wash. Farmer-Stockman (20X)	54.9	68.0	292.1	336.7
Total Group	6,113.3	6,978.7	23,464.8	25,451.6
% change		+ 12.4%		+ 7.8%
— Poultry —				
Broiler Industry	95.1	117.5	421.9	414.2
Poultry & Egg News	—	—	—	—
Poultry Digest	45.4	54.8	172.0	151.4
Poultry Tribune	55.3	49.9	170.7	160.2
Poultry Times	—	—	—	—
Total Group	195.8	222.2	764.6	725.8
% change		+ 11.9%		+ 5.3%

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

Produce

(Continued from Page 4)

company gets from suppliers as far away as Chile to account for various growing seasons.

One added benefit is that the Green Giant line is already cleaned, trimmed and cut to save consumers time, according to "Best," Pillsbury's employe magazine.

Kraft Inc. is following suit with VegiSnax, a line of cut, packed vegetables it's testing in Bakersfield, Cal., and six other Behavior-Scan markets (AA, July 25, '85, *et seq.*).

The line, part of a joint venture with DNA Plant Technology Corp., Cinnaminson, N.J., has been scientifically perfected to produce crunchier carrots and celery without strings.

Spot tv broke in test markets Aug. 5, touting the line by saying that "ordinary veggies are ordinary. But new VegiSnax are specially bred. So sweet, so crunchy, they're the snackiest." DDB Needham Worldwide, Chicago, recently dismissed as a Kraft agency, handled the ads; the brand is now unassigned.

Kraft's VegiSnax hit America where it snacks by answering consumers' demand for more healthy finger foods, said Nancy Byal, food and nutrition editor at *Better Homes & Gardens*. Branded produce holds the promise of delivering quality, which is "an extremely important criterion for consumers," she said.

Look for produce departments to become even more service and value oriented, offering fresh salad bars and prepackaged fresh fruit and vegetable salad selections, Ms. Byal added.

Fresher, more consistantly high-quality products also mean higher produce prices, said Kirk Leighton, Campbell's group general manager-fresh foods. Consumers already have proven they will pay for higher quality by purchasing nonbranded products shipped in from foreign countries during the off-growing-season in the U.S., he said.

Campbell Soup has been in the fresh-produce business with its Farm Fresh label for six years, with button mushrooms, but plans to significantly expand the business, company insiders said. The company is aiming at a 15%-to-20% share of the branded-produce market, the source stated.

Campbell is experimenting with fresh tomatoes, spinach, green peppers and hydroponic lettuce and plans to introduce branded avocados, now testing in the West, nationally next year, the source said.

The company also is looking at expanding its mushroom line with more exotic varieties, such as shiitake and oyster mushrooms, to ride the coattails of the quickly expanding Oriental food category, Mr. Leighton said.

Campbell also is looking for foreign produce sources, including Chile, Israel and the Netherlands, to ensure that its vegetables will be of consistent quality, Mr. Leighton said. Almost 20% of the vegetables sold in America today are from offshore, he said.

Although Dole Food Co. recently eliminated its San Francisco marketing arm and placed that function with its regional presidents (AA, Aug. 25), the company remains a pioneer.

Al Vangelos, until recently president of Dole international diversified business and fresh marketing, and now president-ceo of Calavo Growers of California, Vernon, anticipates dramatic growth now that Campbell and Pillsbury have entered the category.

"You put that kind of muscle behind it and there's no telling what it could do," he noted, forecasting that branded produce may eventually account for 50% of all produce sales.

So far, most advertising has been geared to the trade, but the consumer "is the next step," Mr. Vangelos said. Branding provides opportunities to bring package-goods techniques to produce marketing, including nutritional information on labels, he predicted.

But the jury is still out on how effective advertising is in driving produce sales, Campbell's Mr. Leighton observed. Its mushroom products are backed by in-store promotions, print ads in trade magazines and some limited radio advertising. Marti, Flores, Prieto & Wachtel, San Juan, P.R., handles, in conjunction with CSC Advertising, Campbell's in-house agency.

Since "advertising has never been a traditional part of produce marketing, except to the trade, it will be interesting to see what type of advertising will be developed" with all the new competitors entering the market, Mr. Leighton said.

According to research, 25% of all stores now carry precut vegetables, said Mr. Vangelos, and nearly half of all retailers believe branding benefits them in terms of consumer perception of quality.

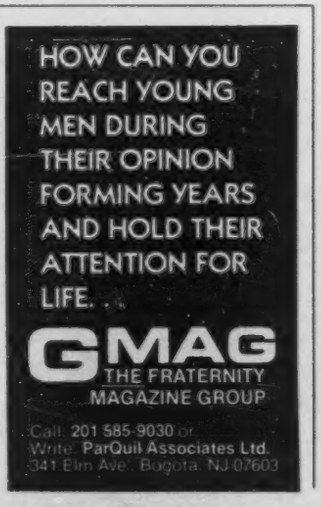
Dole is preparing to expand its test of precut vegetables (AA, Dec. 2), currently receiving tv support in Delaware. William Esty Co., New York, is the Dole agency.

Dole also has begun running coupon tie-ins with lettuce and related salad products, affixing discount coupons within the produce cellophane. So far, Anderson, Clayton & Co.'s Seven Seas salad dressing and General Mills' Bac-O-Bits have done tie-ins. A similar program with the Sacramento-based California Almond Growers Exchange's Blue Diamond almonds will test in four markets in November.

> Branded produce promises quality, "an extremely important criterion for consumers."
>
> **—Nancy Byal, Better Homes & Gardens**

Also contributing to this story was Sara E. Stern in Chicago.

CUSTOM IMPRINTED BINDERS & INDEX SETS
Improve Efficiency, Promote your Company's Image
1" BINDERS $1.20
5-TAB INDEX SET 48¢
WE OFFER:
■ Top Quality
■ Low Prices
■ Fast Service
Quick Shipped in 10 working days!
Both in quantities of 1,000. Other sizes and quantities available.
Send for your FREE CATALOG today!
AMERICAN THERMOPLASTIC COMPANY
Dept. 1, 622 Second Avenue
Pittsburgh, Pennsylvania 15219
Call us Toll Free 800-245-6600
In PA call Collect (412) 261-6657


HOW CAN YOU REACH YOUNG MEN DURING THEIR OPINION FORMING YEARS AND HOLD THEIR ATTENTION FOR LIFE...
GMAG
THE FRATERNITY MAGAZINE GROUP
Call: 201 585-9030 or
Write: ParQuil Associates Ltd.
341 Elm Ave., Bogota, NJ 07603